

VARIETY

PRICE
15¢

Published Weekly at 150 West 45th St., New York, N. Y., by Variety, Inc. Annual subscription, \$2. Single copies, 15 cents. Entered as second-class matter December 22, 1926, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Copyright, 1934, by VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 116 No. 9

NEW YORK, TUESDAY, NOVEMBER 13, 1934

64 PAGES

NEW DEALERS' FILM THREAT

Dramatic Critics' Box Score

SCORE AS OF NOV. 1

Key to abbreviations: SR. (shows reviewed), R. (right), W. (Wrong), O. (no opinion expressed), Per. (percentage).

	SR.	R.	W.	O.	Per.
GABRIEL (American)	18	18	1,000
ANDERSON (Journal)	19	13	..	3	947
BROWN (Post)	18	16	1	..	889
LOCKRIDGE (Sun)	20	17	3	1	880
HAMMOND (Herald Tribune)	18	15	3	1	883
ATKINSON (Times)	19	15	2	3	789
SOBEL (Mirror)	20	13	2	1	700
MANTLE (News)	20	15	6	..	750
GARLAND (World-Telegram)	17	10	3	4	668
VARIETY (Combined)	26	26	1,000

(This Score computed on 26 failures only)
(Story on page 55)

MARK DOWN ON LEGIT SCALES

Downward revision of ticket scales of four Broadway legitimate houses has become effective, two dramas and two musicals figuring in the readjustment. Downward trend in attendance the past two weeks and demand for lower-priced tickets was indicated by balcony strength; managers theretofore ordering the reductions.

Within the Gates, National, cut

(Continued on page 21)

Hands Across Sea in New Hollywood-Paris Style Exchange Idea

Paris, Nov. 12. — Rens Hubert, Fox studio costumer, now here, wants a double exchange of fashion talent between Hollywood and Paris.

Plans to send to the Coast two "first hands" of big Rue de la Paix dressmakers to give lessons to the girls in the studio shops on how to make clothes.

Also wants to establish an exchange professorship here, leaving two Fox girls in a French dress house for a term, during which they can acquire some tricks.

Church Bans Drunkard'

Joliet, Ill., Nov. 12. — Orders were issued from the Catholic pulpit here that no member of the church attend the "Drunkard" show.

"Drunkard," burlesque melodeon, has been playing throughout the country in top business and this figure as the first intimation that the show has any thing immoral about it. In most towns it plays the cheap hotels.

CONGRESSIONAL PIC BIZ PROBE

Deemed Almost Inevitable to Revive Talk of Restrictive Legislation on Hollywood, Selling, Censorship and Other Past Proposed Once-Over-Lightly

F.D.R. FRIENDLY

Washington, Nov. 13.

Election of an overwhelmingly Democratic Congress and replacement of conservatives by fanatical progressives in both houses constitutes a major threat to the film industry. A sweeping Congressional probe of film matters from production to end phases is believed virtually unavoidable.

The prospect for slaying off new demands for restrictive legislation were practically ruined when the flood of "New Deal" ballots washed a number of industry defenders out of Congress and swiped in new exponents of more Government participation in business and more stringent control of nearly all types of commercial activity.

President Roosevelt, who on the whole is friendly to the industry, but who also is known to look askance at certain practices and policies, stands as the last defense of the industry against Congressional interference and inquisition.

Recent changes in administration of the National Recovery Administration undoubtedly will have the effect of slightly reducing complaints from Senate progressives

(Continued on page 27)

Loew Hopes Yale Socks Princeton, Books Eli's Band

Yale University's 75-piece campus band has keyed itself into a three-day stopover at Loew's State on Broadway Nov. 18-19-20 in the first booking of its kind.

Collegian tooters won't be in as a regular act but will be added to the customary stage bill and play on a part-time basis—three shows Friday, two Saturday and four Sunday. The Saturday shows will be at night, following the Yale-Princeton game at Princeton, N. J.

Yale band is one of the largest in the east and is said to rate with the west's champ from Illinois. But both can take jazz lessons from the Southern Methodist outfit.

During last year's football season the Broadway theatres went in for college glee clubs in a heavy alma mater way. On one occasion three Broadway houses played as many tonal combos as opposite in the same week.

Loew now hopes the Bulldogs give the Tiger a lacing next Saturday, because tears in a trombone never helped anybody.

Fox Cameramen Help Quell Spain. Revolt

Madrid, Nov. 12. — Fox Moviehouse cameramen, Pierre Luck and Henri Briendoux, are being credited with aiding the government troops in putting out the recent rebellion.

Luck and Briendoux, who were in Asturias making pix of the Spanish Verdun, picked up a civil guard named Jose Morsio Rodriguez, who was seeking reinforcements to help a civil guard detachment fighting rebels at Campomanes. They rushed the guard to Leon, where he secured reinforcements which wiped out the rebel nest at Campomanes.

There's talk that the government may do some medal-pinning on Luck and Briendoux as a reward for their action.

R.C. MUSIC HALL BOOKS "MIDSUMMER DREAM"

Hollywood, Nov. 12.

Radio City Music Hall has booked Max Reinhardt's "Midsummer Night's Dream" as a stage presentation. No date or length of stay announced.

Prior to N. Y. engagement, troupe of 70 will disport in Philadelphia and Boston. Road tour winds up in St. Louis.

The Wianah!

Kathleen Comegys, member of the cast of "Lost Horizon," current at the St. James, N. Y., was one of the candidates swept into public office by the Democratic landslide last week.

Miss Comegys was elected over two opponents, to office of Justice of the Peace at Weston, Conn. Lawrence Langner, of the Theatre Guild, campaigned for her.

Film Critics' Box Score

AS OF NOV. 4

Key to abbreviations: PC. (pictures caught), R. (right), W. (Wrong), O. (no opinion), PC. (percentage).

NEW YORK

	PC.	R.	W.	O.	Per.
RICHARD WATTS, JR. (H. Trib.)	70	55	12	2	.705
KATE CAMERON (News)	26	56	20	0	.594
BLAND JOHANSEN (Mirror)	127	85	38	3	.680
ROSE PELSWICK (Journal)	109	69	30	20	.628
REGINA CREWE (American)	116	71	37	7	.612
WILLIAM BOEHM (World-Trib.)	120	75	61	0	.604
EILEEN GREENMAN (Bul.)	123	67	40	0	.567
THORNTON DELEHANTY (Post)	97	52	37	2	.544

VARIETY (Combined)	158	138	81	0	.791
(This Score based on 100 pictures)					

Notes—Andra Bonnwald is a newcomer to the list, taking the place of Mordant Hall on the Times.

Variation in number of pictures caught depends largely on number of assistants used for reviews and partly on length of vacation taken by reviewers. Bonnwald has less pictures than anyone because scored only from the time he officially took over the reviewer's post, not including those pictures he caught as Hall's assistant or for several weeks in between the resignation of Hall and the appointment of Bonnwald. Letter was previously Hall's assistant.

CHICAGO

	74	51	14	2	.589
CAROL FRINK (Her-Knapper)	74	51	14	2	.589
DORIS ARDEN (Times)	117	90	37	0	.593
CLARK RODENBACH (News)	100	67	25	10	.570
MAE TINEE (Tribunes)	104	62	24	3	.594

* Eleanor Keane.

† Frances Kurner.

(This Score based on 122 pictures)

(Story on page 8)

Pre-Inmates Coach Fellow Felons in 'Country Club' Show

Reading, Pa., Nov. 12.

Bad actors put on a good show in the Berks County Country Club, also known as the Berks County Prison, here. Two professional actors staged a three-act comedy, drilled a cast of inmates and got good results.

Five other long termers were the art committee and directed the production. It was a good show, a guard said. It kept them up too late, though. Some of the boys fell asleep. They ain't used any more to late hours."

Musicians, one a former theatre orchestra leader, were recruited from among the guests at the palatial new prison, which looks like a country club in its 700-acre setting.

1-ARMED HANDBALLER'S PIC

Minneapolis, Nov. 12.

On invitation of Harold Lloyd's company, which is financing the trip, George Quan, local one-arm handball star, is en route to the coast to play a series of exhibitions.

He also is to be used in a film about one handball at Hollywood.

NBC AUDITIONS BIBLE STORY

Chillicothe, Nov. 12.

NBC here is auditioning a script based on Biblical characters. Program is tagged "Song of Jesus".

It marks the first attempt of radio to market a Biblical script though other branches of show business, particular pictures and legit, have produced successful Biblical stories in the past.

Hollywood SOS's B'way For Filmmusical Talent

Broadway agents for the past week have been flooded with calls for musical people for Hollywood. The general SOS emanated from all the major studios.

In volume the demands are comparable to those made during the first Hollywood musical cycle back in 1929.

Latest calls are for all types of performers with musical comedy and revue roles and experience.

WAX NEEDS SHOWMANSHIP

Flood of Applications to Radio Comm. Continues; 21 More Filed Last Week

Washington, Nov. 12. Flood of applications for new quota-exempt transmitters and for power boosts continued to reach Federal Communications Commission last week. Requests included 7 for 100-watt stations, 13 for power jumps and one high-powered new station.

Complying with communist rule about foreign ties, Atlantic Broadcasting, owner of Columbia's key station WARC, asked for government approval for plans to serve three Canadian stations with web programs. These are CKLW, Windsor; CKAC, Montreal, and CPTF, Toronto.

New petitions for 100-watters filed by Palmer Broadcasting Syndicate, Wilmington, Del., 1,210 kilocycles at Lewiston, Me.; David Farmer, Atlanta, Ga., 1,370 kilocycles, requesting facilities of WJTL; Pope Foster, Mobile, Ala., 1,200 kilocycles; William H. West, St. Louis, 1,200 kilocycles; Northern California Amusement Co., Yreka, Calif., 1,800 kilocycles; Fred L. Pachard and A. Rosenberg, Los Angeles, 1,190 kilocycles, and Closs Publishing Co., Bell, Calif., 1,975 kilocycles.

Application for five kw. station operating unlimited time on 880 kc. was filed by D. E. Kendrik and W. E. Vogelback, Indianapolis.

Power Boosters

Power boosts were asked by WNEW, Newark, N. J., from 2,500 to 5 kw. daytime; WEEL, Boston, from 1,000 to 5 kw. day and night; WENX, New York, from 250 to 2,500 a day; WDGY, Minneapolis, from 1,500 to 5 kw. daytime; KGA, Spokane, change frequency from 1,475 kc. to 950, and change power from 5 kw. day and night to 1 kw. day and 5 kw. night; WNBK, Binghamton, N. Y., from 100 to 100 night and 150 day; KRL, Los Angeles, from 2,500 to 5 kw. daytime; KFRC, San Francisco, from 1,500 to 5 kw. daytime; KGW, Portland, Ore., from 1,500 to 5 kw. daytime; WNIB, Saranac Lake, N. Y., from 50 to 100; WCAE, Pittsburgh, from 1,000 to 5 kw. daytime; KARK, from 250 night and 500 day to 500 night and 1,000 day; WIBU, Peoria, Ill., from 100 to 250 daytime; KWK, St. Louis, from 2,500 to 5 kw. daytime.

Commission suspended grant of increased power to WJW, Akron, and set application for jump from 100 to 250 daytime for hearing following protest from WHBC, Canton. Application of M. E. Studebaker for construction permit for 100-watt station on 1,420 kc. at Lewiston, Ida., drew favorable recommendation from examiner George H. Hill.

WBBM Nixes Horoscope Give-away by Mahraj As Occultists Fade Out

Chicago, Nov. 12. Increasing censorship over programs by station managers took another climb last week when WBBM refused to allow Mahraj to have horoscopes on Dr. Owen's toothpaste show. Stations throughout the country are clipping down on "occult sciences" following several jams when the occultists overstepped propriety.

There used to be some 10 or 12 occult stampers on the Chicago stations. Today there are only three and they are not nearly as strong as they used to be.

Dr. Price, New York occultist, is still under indictment for using the mails to defraud. He was ex-WNEW.

Murray Scripts Cantor

John Murray is now writing the Eddie Cantor radio scripts, augmenting Dave Friedman, who had been Cantor's author for the past two years.

Murray formerly gagged for Phil Baker.

Seek Return of Baker, Armour Show to Chi

Chicago, Nov. 12.

Niles Trammel, vice-president in charge of local NBC offices and Tom Driscoll, advertising manager for Armour, are back in town this week after having spent a month in New York trying to get Phil Baker to return to Chicago. Armour execs feel pretty close to the show and want that Friday night session to ride out of the local quarters.

Baker, however, is working on a light musical show, it is understood, and wants to stick in the East to get it on the boards. May work out that Armour will allow Baker eight weeks to get show going before re-booking to the loop.

COLGATE ACCT. ON THE LAM AGAIN

For the second time within a year the Colgate account has changed agencies. Colgate's entire advertising, outlet moves over to Benton & Bowles as a result of the refusal of Young & Rubicam to release the radio end of the Colgate business to the former agency. Y & A took the attitude that the account remained with it intact or else.

Benton & Bowles, which has handled the Palmolive phase of the Colgate-Palmolive-Poet business since the toilet article combine quit Lord & Thomas, put in its bid for the Colgate radio contact after it was announced that Joe Cook would wind up his affiliation with Colgate toothpaste with the Nov. 11 broadcast.

While Young & Rubicam was still engaged in developing a substitute program Colgate became sold on a radio proposition submitted by Benton & Bowles and decided to switch agencies as far as broadcasting was concerned. Young & Rubicam, when informed of the decision, burned at the disregard shown its efforts to prepare another show and advised the client that if it took out the radio business the rest of the account would have to go with it. Having already committed itself to Benton & Bowles there was no alternative for Colgate but to accept the "or else."

It was no secret to the trade that during the last 10 weeks of Cook's run all was not well between Young & Rubicam and Colgate's director of advertising. Cook found in due time that his gags were more concerned with dipping up the plug in a more palatable manner than in fashioning an entertaining script.

When Cook rebelled at this situation the Colgate advertising exec retorted that he was the person to be satisfied and that the method of handling the plug would stay as was. Young & Rubicam, caught in the夹 between the two, tried to steer the program along a compromise route.

Benton & Bowles also handles Pepsa toothpastes.

Poet and Pancakes

Lynchburg, Va., Nov. 12. Touted as the south's No. 1 poet, Abe Cradock Edmonds, of Lynchburg, has been hired by station WLVA to announce special programs.

First assignment is getting together and explaining a flock of operatic phonograph records on Sunday mornings.

IDEA CREATION DEEMED WEAK

Contemplated Working Arrangement Between World, Station Reps, and Broadcasters Recognizes Menace of Falling Grosses in Spot Bid

FEES, NOT %

Indications are that the World Broadcasting System and the majority of important station representatives will within the next two weeks consummate a pact whereby WBS withdraws entirely from the time brokerage field to assume the position of a centralized creator of ideas and programs for the spot broadcasting industry. Since the project was first broached World execs and major station reps had held several meetings to work out details of the agreement, with yesterday's (Monday) get-together also including a delegation of top-ranking station operators.

One of the major problems yet to be solved is the compensation that World is to receive from stations on the business it helps create. Both World and the station men who favor the program building alliance prefer that the return for the former be not based on a percentage plan or in any conflict with the 35% going to the station rep. These two elements would rather make it a definite monthly fee based on the value of the World's service to a

Petry's Position

Edward Petry is on record as opposed to joining the spot broadcasting trade pact between World and other station representatives but comment within the industry is to the effect that the stations which he represents will paragraphs Petry to join.

Petry prefers to be a lone eagle and makes a point of not joining trade cartels or of participating in general discussions. Apropos the decline in spot broadcasting revenues no runs counter to the expressed opinion of all the rest and states that spot bids on the 35 stations he represents is better, not worse.

station with the terms to be adjusted from time to time.

Not Creative

Under the plan that the competing parties have in mind, World would function as the creative outlet of ideas of showmanship for spot broadcasting, with the services of the organization available to the station reps allied with it. A station rep with a warm prospect would outline his problem to the export of World, and the latter would, in turn, fashion both a merchandising plan and a program for the client or audience to the client.

Station men, approached by their reps on the idea, have in practically all instances expressed their endorsement.

The station broadcasters have agreed that some such alliance is essential for the protection of spot broadcasting. Several of them have attributed the disappointing amount of business turned in this season by spot agencies to the lack of adequate creative factors in the field. The Loughsherry, gen. man. of WENB and WGR, Buffalo, in commenting on this situation, declared last week that he is losing \$1,000 a week loss of recording business that he did last year, and that it was his opinion that the majority of stations were suffering in like measure because of the absence of co-operative facil-

Australia Will Have Commercial Web; Broadcaster from There Tours U. S.

PARK AVE. LIKES

Frey-Braggotti, Deutsch, Nichols, Guizer, Gluskin Land

Mrs. Cobina Wright, socialite, with the CBS entertainment bureau finds that Tito Guizer and Emery Deutsch are most in demand of the CBS artists for the quietions, playing as many as two or more in a day. Red Nichols and the Land Gluskin bands for the major parties. However, Frey and Braggotti, piano team, still lead in bids for the penthouse affairs.

Besides booking and talking, contract clauses, the socialite also has her own Wednesday morning hour over CBS which is filled with guest speakers from the literati, stage and screen.

Hollywood NBC Biz Up 325 P.C. Over Last Year

Hollywood, Nov. 12.

Further indication of NBC's intention to shift the seat base from Primo to the RKO-Radio lot here is seen in the announcement of Don Glaman, chief of coast operations, that he would devote considerable more time to the local end of the network. Responsible for this move is the recent report showing that big at this outlet has shown an increase of 325% over last year.

Newcomers commercial to emanate from here after a long term in the north is the Betty Marlene minister, which is aired twice weekly on the seaboard chain. Troupe will also make 32 discs for midwest and eastern turntables.

Ities in the field of spot broadcas-

ting

Chicago, Nov. 12.

Having put the brokers out of business the special station reps are now trying to do the work that the time broker used to do in digging up new business for radio. Stations have started complaining that the representatives are merely handling what business is around, but are not going out to sell new sponsors on radio as an advertising medium.

Reps are meeting this squawk by adding to the personnel men who are detailed only to contact potential advertisers who have never been on the radio. Reps have learned what the time brokers know long ago: that the agencies themselves cannot be depended on to work up trade for the radio, particularly those smaller agencies which are still out of the radio pictures and which do not have any facilities to service their clients for other advertising.

Reps such as Ed Petry, Fred & Siegelberg, Grog, Blair & Wright are sending men out to visit these stations and getting them interested in radio. No attempt made to do business direct, as the reps want to do nothing to endanger their friendship with any agency. But the contact is merely a ploy to sit up additional advertisers for radio as present sponsors drop out. Ed Petry offices led the campaign when Ed Voynow, chief of the local office, added Bert Green and commissioned him solely to non-radio users but who were potential advertisers.

Result of the campaign by Petry and the other reps has been the development of a number of accounts for spot trade. Nothing big or spectacular has come out of it, but a number of smaller clients who may be built up into big advertisers.

Australia is to have a commercial network confined for the most part to the New South Wales district, heading up Brisbane and Melbourne with Sydney. More awaits return of John Dunne, studio manager of KSM, Sydney. He is now making a tour of U. S. and foreign stations. Dunne is in New York studying radio technique and purchasing American scripts which will be revamped for Australian usage. He sails Nov. 17 for London and the continent.

At present there are two classes of stations in existence on the island continent.

First, the government group designated as Class A, and second, the commercial stations labeled Class B. Owners of radios pay a \$1 license fee which is turned over to the maintenance of government group. Sydney has two of these stations and has about six in the Class B category.

Station 1 SM is owned and operated by the Catholic Broadcasting company of which Magr. Mooney is director. In spite of this church backing, the only time the energy takes to the air is on Sundays for services and later in the day, some announcements. At present most of the station's hours are devoted to platters with musical recordings most favored by the listening public. The U. S. orchestras are well known through this medium, especially the Paul Whiteman records.

Each night however station 2 SM breaks up this steady recording slot and presents a half-hour flash show, using about 30 actors. It is a serial named "Milestones in Australian History," being a sort of cavalcade idea which again enlivens the older traditions which all good British subjects love as well.

Dunne, ex-vaude performer directs this and also has a juvenile hour. His wife presents household souths on the station.

Radio listeners in Australia are just emerging from a cycle of thrillers and are gradually demanding programs with more advanced appeal.

One new American account, Kalloggs' will make its bow in Australia shortly, using an adventure series for its presentation. Rependent and Furd spot announcements are other U. S. firms now broadcasting there.

ROQUEFORT CHEESE IN AIR CAMPAIGN

Makers of roquefort cheese, a French monopoly, have launched an air campaign to make Americans roquefort conscious. Roquefort Association of Roquefort, France, through the Morris, Windmiller & Eisnager agency of Chicago, has bought two weekly 15-minute matinee spots on CBS for the ballyhoo. Program, originating from Chicago, is tagged "The Story Behind the Song," and includes in the cast Don Ameche, Bob White and Ed Vito.

Chinese exporters opened the campaign last Friday (8) with a broadcast from the French liner, "Le de France," which was tom-tomed as "Roquefort salutes America," and presented Jean Aubert, Fray and Braggotti, Raphaël, accordionist, and Leon Belasco's orchestra.

Shepard in Waterbury

Waterbury, Conn., Nov. 12. John Shepard's Yankees web now using local WATR, 100-watt, as outlet, relaying through WICC, network-owned station in Bridgeport. WATR carrying both sustainers from Boston and WICC studios.

Move probably follows Shepard's intention to insure coverage in Waterbury sector, now that WIXIE, affiliated with AIBS, has begun operation in this city. WDWB, CBS station in Bridgeport, also uses some Yankees output.

ATTACK AIR 'CIRCULATION'

Circulation Vs. Showmanship

It had to happen and it has happened. Magazines are cross-checking the checkers hired by the networks. The magazines are hiring their own fact-finders and it's a safe bet that the promised bickering will edify the lookers but won't do radio much good. It may laugh the whole march of surveys out of court.

Radio hasn't hesitated to attack other media, so radio may have to come back itself. Those surveys were a little too glib to pass forever unchallenged. Radio was too saucy in talking the jargon of circulation. Just why radio persisted in putting all its eggs in the basket of circulation will ever remain a mystery to the showmanship viewpoint. But radio did and now the birds are flying and they may break some eggs.

Did it really require so much proof from the networks to say that a lot of people listen to Amos 'n' Andy? Was it necessary to labor so hard to prove that millions of people are willing to be amused? Precisely why did the networks feel compelled to make a tribal deity out of Circulation?

The answer is, of course, that the networks wanted to talk the language of the advertising agencies. And the irony is that while talking circulation they forgot showmanship and the advertising agencies stepped out and took the production of programs away from the networks. And now the networks have their circulation and little showmanship. At least they have their circulation, unless the magazines take that away, too.

Perhaps Hollywood has some handy graphs on Grete Garbo's circulation. Maybe Gary Cooper is overpaid at \$1.42 per thousand fans. Maybe Laurel's stock would be affected if a survey showed the neighborhood hollers also had increased their circulation. The showmanship viewpoint just can't take those surveys very seriously.

Now might be a good time for the networks to start whooping it up a bit for showmanship. They're about worn that circulation tuxedo out at the suit. Maybe the sponsors wouldn't shrink from association with a great popular amusement sold quite frankly as an amusement.

What's the circulation of a bad program on a 60,000-watt station anyhow?

CBS TAKES BOW ON SERIES LISTENING

ABS BREAKING ICE?

Hear Chicago Account May Be Web's First Sponsor

Chicago, Nov. 12. Appears that the first sponsor on the new American broadcasting system will be sold in Chicago. Two accounts are on the fire at present, a beauty account and a food manufacturer.

Fred Weber, of ABS, has been in town pretty constantly during the past two weeks working with Herb Sherman, sales manager of WJJD, the local ABS headquarters. Columbia took advantage of the recent world's series to make a shock on which of the local affiliated stations got favored listening attention from dealers of radio sets. In a brochure being released by CBS this week this network lays claims to coming out on top in 46 out of the 182 towns polled. Count in 10 of the cities receiving the Ford sponsored broadcasts, the brochure states, showed a tie between Columbia and the NBC red (WEAF) and blue (WJJD) networks.

Questionnaire was mailed out for CBS by an outside research organization, Walter Mann and Staff, and asked, "What station or stations did you tune in at your store for the broadcasts of the world series games?" and "If you tuned in more than one station, which one did you listen to most?" Out of the 7,965 questionnaires distributed 30% were returned with the answers.

CBS's claims to superior popularity includes its affiliated stations in New York, Chicago and Philadelphia, Cleveland, St. Louis, Baltimore and Boston, which the brochure describes as seven out of the 20 largest cities in the U. S. CBS estimates the population of the towns in which its stations came out on top as totaling 28,881,162, and the towns that showed a stronger inclination for the NBC version of the series as totaling 14,924,634. In the breakup by network CBS states it won over the red link by a popular. Mon tally of 22,784,304 to 15,857,461, and over the blue loop by 28,161,201 to 11,872,788.

Monk Nixes

Baltimore, Nov. 12. H. L. Mencken's mixed an offer preferred last week by WFIR. Station had an account disastrous of utilizing the critic on a weekly program that was to have been a two-way hook-up between WFIR and WIC, Washington.

In thumbing the offer, Monk said he didn't wish to go on either in Baltimore, burg of birth and residence. Claimed he has been approached by NBC on several occasions.

MAGS WILL PROBE RADIO'S SURVEYS

**Magazines Not Letting
Radio Claims Pass Unchallenged in Future—
Will Cross-Check the Network Checkers**

SEEK WEAKNESSES

Periodical publishers of America have got out to do some heavy checking on broadcasting's claims to listener attention and market potentialities. As the first step in the campaign the magazine editors is bankrolling an elaborate telephone survey, with the prime purpose of finding out how much the tuners know about the product identified with the program to which they happen to be listening.

Job of conducting the telephone poll has been assigned to Clark & Hooper, one of the newer commercial research organizations. Calls will be made in all sections of the country between the evening hours of 7 to 10 o'clock every day of the selected week. It is figured to use around 100,000 phone connections during this stretch. Listeners will be first asked what program it is, if any, they have on and the two questions following will seek to ascertain whether they can cite the name of the program's sponsor, the purpose of the article plugged and the selling points made by the commercial patter.

Debunking' Survey

What the periodical clan is interested in proving is that radio hasn't anything like the regular listening circulation that its promotional copy claims and that broadcasting has been unfair to basing this circulation on probes made during the peak

(Continued on page 26)

AIR C. A. WILL MEET THIS WK.

Washington, Nov. 12.

Climaxing a long string of postponements, broadcast code authority is due to meet Thursday (16) to dispose of a half dozen important issues which have been hanging fire for more than six weeks. Will be first session since the squawk-feat at Cincinnati in conjunction with National Association of Broadcasters' convention last September.

Among major matters on the docket is the proposal of Edward Nockels to create a batch of regional enforcement sub-committees to speed settlement of controversies over fair trade practices provisions of the code and aid the major code authority in keeping abreast of its schedule.

Nockels' proposition means destined to stir up considerable discussion, although most codists term the suggestion a "good idea." One of the objections arises from the stringent code requirements intended to insure decision on all important problems by a representative group of industry members. Opponents of the regional set-up point out that the code requires seven members to constitute a quorum and that employment of alternates never has been approved. They see in the Nockels' plan a means of breaking down this method of preventing a small clique from running the whole show.

Other business on tap includes action on N.A.B. request for clarification, modification, or repeal of code clause on special rates and decision about granting code authority places to the Far West, Middle West, and Southwest.

Horlick's on Radio Luxembourg Is 1st Thompson Show for England

London, Nov. 12.

British branch of the J. Walter Thompson agency expects to have at least three of its accounts established on the European aetherosphere by January. Gordon Thompson, of the agency's New York radio staff, who is over here on an advisory assignment, launched the first program for the London office last week. An English client involved in the local franchise holder for Horlick's Malted Milk.

Horlick's distributor is using an hour-long matinee on Radio Luxembourg, located in the principality of the same name on the Continent, but with ample power to blanket the British Isles. Program is framed around the Debsy Somers band and guest artists, with a portion of the hour devoted to dramatizations of great battles won by England, starting off with Waterloo and ending with wind up with the Great War.

Though Radio Luxembourg has made it a policy of announcing its commercials and continuation in French and German, the sales talk for the Thompson clients will be confined to English. A preliminary survey conducted by the agency disclosed that over 70% of the English listeners tune in on Luxembourg Sundays, due to the meadowland of the British Broadcasting Co.'s programs on the Sabbath.

Agency has worked out a special deal with Photographic Performances Ltd., to cover its use of records for dubbing or broadcasting purposes. It's to be a minimum of \$2.50 per recording, with the performance fee going up in proportion with the standing of the artist. In most of the European countries the broadcasting of phonograph records are subject to the same restrictions as are other copyrighted articles of music.

One difficulty that the Thompson office has already run into is publicity for its programs. Only one or two major English dailies offer the Luxembourg programs. Agency

may resort to spotlight advertising in the more important newspapers as a way out of this dilemma.

Thompson, accompanied by his wife, went over four weeks ago on advice from the London offices that it had several English accounts that were hot about going on the air and that it would appreciate the loan of an expert to get these commercials safely launched in radio.

SUNDAY NITES NOW CALL FOR HEAVY COIN

Ward Bakring doesn't intend returning to the air until it can get a choice half hour spot over CBS on some other night than Sunday. Account considers the network competition on the Sabbath evening tougher than it has been in previous seasons on Thursday nights.

Unless an advertiser, figure the baker, is willing to come through with a stiff talent budget it has little chance against the big money attractions that mark the Sunday night schedules on both NBC and CBS. While Thursday night has its Rudy Vallee-Mr. Well House Showboat-Paul Whiteman combination, Sunday night now has Eddie Cantor, Joe Penner, Will Rogers, Jack Benny, General Motors and Ford concierge, Leon & Fink 'Hall of Fame' and the quality musical shows offered by Bayar, Pontine, Real Silk and Dr. Lyon's Toothpaste.

ARGENTINE RADIODITE HERE

Adolfo Ayiles, representative of Station Radio Splendis in Argentina, is visiting in New York City.

How's Your Personality?

Radio Stations Should Have Personality. Not Just Local Personality, but National and Industry-Wide Personality. Most Stations are Merely Dots on Somebody's Map.

Is Your Station Only a Blur of Call Letters in an Alphabetical Forest?

Let VARIETY Help Obtain for Your Station Some Personality with the People Who Count. When Money Is Being Spent Don't Let Your Station Be Just One More Open Transom.

Give It a Personality. Make It Stand Out. Make It Known.

Advertising Rates on Application.

VARIETY

154 West 46th Street

NEW YORK CITY

BOOKERS CHRISTENED MANAGERS AT NBC; ALL TALENT MUST PAY COMMISS

Percentage from Everybody Is the New Goal—
CBS Artists' Bureau Uses Same Arguments on
Dance Bands

NBC Artists Service has undertaken to purge itself of what it considers to be a misnomer. Both the heads of the bureau and the Trade-Ways probbers responsible for the department's latest reorganization have expressed themselves as adverse to having the NBC Artists Service described as a booking office. It's not a booking office, they say, but strictly a management service, and employees have been cautioned again: confusing the two tags inside and outside the organization.

Acting under orders from the higher-ups in the department, the staff has been proceeding to prove to talent connected with NBC programs that the NBC Artists Service was actually a management service and not a booking office. First the bureau's staff checked the list of commercial programs to find out who was on them and whether the talent had contracts with the agents or otherwise.

Next step was to buttonhole the "otherwise" and talk turkey to them. These acts and dramatic players were reminded that they held spots on so many programs and that the artists service was interested in seeing that they continued to fare nicely from radio. But, added the bureau's contractor, there was the little matter of a contract. In checking over the records, the acts and dramatic players were informed, it was discovered that they had not signed a management agreement with the NBC Artists Service. Fact that the bureau was not responsible for obtaining the jobs some of these artists were holding was explained away as being a mere oversight, also unexplained is how a performer, hired direct by an agency, comes under the jurisdiction of NBC.

CBS Techniques

Practice of a network booking office, or management service, going after someone to sign a contract after a job has been gotten is nothing new in the business. It's been so commonly used by the CBS Artists Service that band leaders regard it as part and parcel of the relations between that network and the dance music industry. CBS Artists Bureau as a rule waits for a band to get going on a spot booked by a CBS wire before making the approach. When the rug from the CBS band booking department makes his call he first inquires as to what office or agent handles the booking and then suggests that the band leader avail himself of a CBS management contract. With the signature of this paper and the payment of 10% of his earnings on the job, the network will assure him of co-operation, and that the spot will continue to hold the wire.

NBC Artists Service has decided to defer revising the setup of its branch in Chicago until it sees how the reorganization plan works out in the home office.

CBS DEMANDS COMMISS ON ARKELL'S NBC JOB

CBS artist bureau has served notice on Bob Arkell that it expects commission from his NBC Commercial, Carlsbad Sprudel Sales. CBS bases its claim on the alleged fact that it introduced Arkell to his NBC sponsor.

Arkell is the Carlsbad Philosopher three times a week. He formerly was in the press department at WOR.

RCA Pep Rally

RCA tossed an inter-subsidiary meeting of department heads in studio 1B of the NBC plant Friday morning (11).

Pop talks were delivered by David Barnoff, H. H. Ayerworth, and the heads of the various other companies in the RCA combine.

It was the first get-together of its kind in a couple years.

Info Bureaus

Numerous actors now on the air have been going back to their former vaudeville and stage agents—but for advice only—as a result of NBC trying to induce the signing of management contracts.

"Should we sign or not?" the actors are asking. Some of the agents are dizzy operating free info bureaus.

Attack Circulation

(Continued from page 25)

Listening hours of the evening, 9 to 10 o'clock, and the peak listening season of the year. But above all, the inquiry will seek to determine upon what percentage of the lay-speaker makes the advertising patter actually registers.

Directors of the Crosley Survey will during the week starting Nov. 17 go in for some experimenting in checking on program popularity. In addition to using the present method of calling up the next day and asking what programs the fan tuned in the day before, the Crosley field men will do a certain amount of co-incident phoning. Results of one method will be checked against the other. In the major pay spots the questioners collectively are expected to make as many as 500 co-incident calls a half hour during the course of the week. Summary of the two-way check will be available to the survey's clients around Dec. 1.

In the Nov. 10 issue of Editor and Publisher, trade paper of news-papergdom, George Brandenburg devotes an article under the heading "CBS Cheap Coverage Claims Refuted" to pointing out flaws in CBS reasoning. Harold Anderson, head of the Gallup Research Service, is Brandenburg's authority for an attack upon recent claims put forward by the network.

This is further evidence that newspapers and magazines propose to become skin-hiking in retaliation for radio's constant attacks upon the worth of other media.

In selling itself as an advertising medium radio has from the start first quoted program favorites and then gone into circulation. But broadcasting of the paths taken by it in advertising has arrived at practically the same form of evaluation as the press. So E. P. H. James, NBC manager of sales promotion, told the New England division of the Advertising Federation of America at a meeting in New Haven, Conn., last week.

Print media, said James, began their probing by the circulation routes and eventually got around to the point of finding out how many actually read the firsts. Radio, he averred, first undertook through the Crosley Reports, to find out what programs (the sugar-coating to the advertising), they preferred to listen to and then proceeded to determine where this audience was, what it amounted to and when it could be reached.

James also outlined to the advertising experts the results of a recent survey among dealers on media preferences. Druggists and grocers, he said, expressed themselves as favoring radio above all other modes of advertising. For a young media radio, averred James, had done a massive job in the field of research. In support of this assertion he cited the elaborate studies that both NBC and Columbia have bankrolled since 1928.

Lloyd Squires, chief announcer of Waterbury, Vt., was forced to use the "milk" to deny reports of his death in an automobile accident recently. Rumor was caused by death of another figure of the same city, but no family connection.

Agencies-Sponsors

Gospel's most products has joined the Fletcher & Els list.

Young & Rubicam has expanded its quarters to take in another floor of the building it now occupies.

General Baking Company using one minute World Broadcast discs over four Detroit stations including WJR, WXYZ and CKWD. Placed through Nation, Barton, Durstine & Osborne, Inc.

Aspirin Company takes WBS program service on a series of five minute spots. Placed direct.

Dr. Lyons Toothpowder renewal of WBS discs for 15 more 30 minute programs over WHAM, WCAU and CPRR, the last station being in Toronto, Canada. Wax series of "Manhattan Merry Go Round" placed through Blackett, Sample, Hummer, Inc.

Konjola has returned to active advertising and coming more into radio. Has booked time on WBBM, Chicago, for a seven-times weekly shot with Alex McQueen and his "Nothing But the Truth" program.

Macion Personnel, formerly with CBS in the twin capacity of continuity editor and director of dramatic productions, has joined the Leinen & Mitchell agency. He will share with Mann Holiner the responsibilities of the agency's radio department. Holiner will handle the musical shows and Personnel will do the producing of the dramatic programs.

Wax Works

RCA Victor studios, Chicago, added another engineer, Jack Pennington coming in from Camden. Makes it a trio of engineers grinding out the work brought in by Bill Young and Ed Foreman.

Cosmopolitan Magazine has been added to the disc holder-plate series put out by the General Broadcasting System for the Hearst publications. Cosmopolitan plates will be distributed among 128 stations at the rate of four a month and contain dramatized excerpts of feature and short stories. Like the American Weekly and Current Events affairs, the Cosmopolitan discs will be carried by those outlets as a sustaining basis.

Broadway Agents Slow to See Benefits Of Submerging Selves as NBC Cogs; NBC Can't Get an Equity Permit

Going Broadway-minded for the first time, NBC is securing the Broadway agent field for candidates for four of the five jobs still open. Its reorganized artist bureau, Posts for which agents are wanted are talent agent, new talent polisher (auditions), combination picture-logit agent and combination hotel-nite club agent. Fifth open spot is exploitation man to assist Edward de Salisbury, head of sales promotion.

Spots which NBC is dangling before the Broadway agents' eyes require that they give up their present independent ventures and come into the NBC artist bureau as associates, thereby sacrifice their own identities for whatever benefits they may see in being associated with the network. Up to yesterday (Monday), no takers.

Ales is Hot

One position filled last week carries the title of booking manager. Job goes to Jimmy Alon, who was with the Koda and RKO vaudeville booking offices for about 10 years. At the time of his leaving RKO two years ago he was in charge of the contract department. Last year for

Bookkeeping

By crediting all the Ford World Series business to the red (WEAP) link NBC was able to come through October with the grand bookup by networks showing the red loop leading Columbia by \$50,000. Baseball broadcasts were carried on both the red and the blue (WEE) links, but NBC elected to attribute the full gross from this source, \$124,622, to the red network's side of the ledger. Columbia's bill to Ford for the World Series came to around \$120,000.

Breakup of the NBC time sales' figures for October gave the red network \$1,801,447 and the blue, \$163,325. Columbia for the same month increased \$1,752,601.

WGN Continues Likker Ban Despite 'Tri' OK

Chicago, Nov. 12.

Despite the acceptance of liquor ads by the Chicago Tribune, the paper's WGN station is still refusing the booze accounts.

Tribune reformed its non-liquid ad policy last week after nine years of strict rejection of likker ads.

Cig Account Spending 1G Seeking L.A. Spieler

Hollywood, Nov. 12.

Kentucky Winner cigarette, which is taking over "One Man's Family" for a coast-to-coast, is spending around \$1,000 to find an announce to handle the program to its satisfaction. Auditions have been held here and in the north, with the finalists to be piped over the NBC network into the New York studio, where cig execs will make their choice.

Line charge and incidentals will run the bill up to the grand mark.

Gumps' Not on WGN

Sale of the "Gumps" script to a Columbia web account without the show originating or being broadcast on WGN figures as break in an old policy by the Chicago Tribune that Tribune strips must be on WGN.

Break-up of this policy follows the removal of the syndicate offices from Chicago to New York, thus removing the newspaper syndicate mob from the influence of the stations.

Philip Garrison joins WMCA, New York, as dramatic director. Formerly directed such programs as "Collier's Hour" and "Thalies". Hance Valentine also new to station as continuity writer.

Philip Garrison joins WMCA, New York, as dramatic director. Formerly directed such programs as "Collier's Hour" and "Thalies". Hance Valentine also new to station as continuity writer.

BOTH WEBS NOW ASK WIRE FEE OF CAFES

New policy adopted by NBC toward hotels and cafes will within the next month leave few of the NBC affiliated spots with wires that are not being paid for. Like the arrangement that Columbia has had in effect for years NBC is demanding a monthly fee for the pick-up time unless the band involved is booked through the NBC Artists Service or the spot itself has some other booking association with the network. Within the past few weeks NBC has upped its toll collections from niteries sources \$1,500 a month.

NBC Artists Service previously had been pretty free with its pick-up wires. Installations were made with little thought to billing the restaurants and night clubs for them. Web figured that the name quality of the band suffice to make up for what it cost NBC to link the spot to the studio wire.

Among the spots that NBC is seeking to collect from is the Cotton Club in Harlem. Though the niterie was advised two weeks ago that it either agrees to a monthly fee or stand the loss of the wire, NBC has decided to let the collection stay in another month on the gratis basis. After the operators of the niterie got their notice from NBC they approached the CBS Artists Bureau. Proposition advanced by the latter source was that the Cotton Club either pay \$100 for the wire or agree to let the bureau book other bands.

WLVA, LYNCHBURG, VA., REBROADCASTS WLW

Lynchburg, Nov. 13.

New and inexpensive source of program for small stations has been worked out between WLVA in Lynchburg and WLW in Cincinnati. Former picks up several programs daily from WLW and rebroadcasts them on its own wave band.

Idia is still in the experimental stage, but at present it consists of using a very powerful receiver which is located in WLVA's wave length. The receiver is several miles from the city, where it will not be affected by power lines or other mains, made static.

Programs have been successful novelty so far, most ordinary receivers in Lynchburg being unable to tune in WLW in the daytime with any satisfaction. The rebroadcasts sends out a sharp and distinct program, fairly free of static.

A.K.'s Pick Music

National Biscuit Co. and the agency on the account, McCann-Erickson, left it to a committee of six from their own ranks to pick the dance fare for the three-hour program the food packer is debuting on NBC Dec. 1. Most of those on the committee could not be named as addicts of the wacky parquet. Age of the group averaged around 56 years.

Out of about a dozen bands auditioned they tagged Benny Goodman for hot, collegiate music; Murray Kellner for instrumentalists of the sweater and slower-tempo variety, and Xavier Cugat for specializations in the tango and rumba. For their types of dancemusic Cugat and Goodman rank high among phonograph record buyers and the profession itself. The three units will alternate over a five-hour stretch Saturday nights, as arranged so as to allow for three hours of broadcating each in the early, central and mountain zones.

PROCTER WILL WED

Bernard Procter, gen. mgr. of CBS owned and operated studios, takes himself a bride Nov. 21.

Future Mrs. Procter is Ruth Rosenthal, daughter of the late J. C. Rosenthal, gen. mgr. of the American Society of Composers, Authors and Publishers.

SHOW FOLKS' BUYING POWER

KGW, Portland, Mail Count

Portland, Ore., Nov. 12. Mail received at Station KGW during October for the various commercial programs emanating from that station is as follows:

SPONSOR	PROGRAM	NUMBER OF LETTERS
Alka-Seltzer	National Barn Dance	10
Alpine Milk Co.	Will Aubrey	20
Blue Ribbon Malt	Bon Bonie	2
Bush Auto Parts	American Expor. Club	4
Candy Shop	When Dreams Come True	2,118 (Contest)
Caswell Coffee Co.	Caswell Concert	10
Dr. Lyons Tooth Pow.	Manhattan Merry-Go-Round	473 (Free samples offered)
Fitch Shampoo	Wendall Hall	19
General Mills	Betty and Bob	22
Barber Baby Food	Mrs. Schumann-Heink	1
Gillette Razor Co.	Gene and Glenn	14
Holts Prod.	Home Economics	1
Ivory Soap	The Gibson Family	1
Johnson-Manville Co.	Floyd Gibbons	1
Johnson's Wax Co.	Tony Wong-House by Eddie of the Bond	3
Log Cabin Syrup	Lanny Mead and Orch.	2
Maxwell House Coffee	The Showboat	2
Mohawk Carpet Mills	Mohawk Treasure Chest	25
Oceanic Life Ins.	Winning the West	11
Ovaltine	Little Perkins Annie	6
Oxydol	Ma Perkins	4
Pacific Coast Burns	Death Valley Days	2
Sperry Flour, Swift, and Scotts Flour	Al Pearce and His Gang	17
Popcorn	Amos and Andy	2
Royal Gentleman	Mary Pickford	2
Ryderup	Mme. Rydell	1
Sperry Flour Co.	Martha Meade Society	4
Epratts Dog Food	Terhune Dog Drama	1
United Drug Co.	Kansas Symphony	1
Vince Products	John McCormack	1
Wesson Oil Prod.	One Man's Family	2
Var. comm.	Woman's Magazine of the Air	18
Ford Motor Prod.	World Series	2

WXYZ, DETROIT, IN FOUR WEBS

Detroit, Nov. 12.

Station WXYZ will regularly re-serve at least three programs weekly from the Columbia network, making this station the only one in the world tied in with four chain hook-ups. Present connections are with the Michigan Radio Network, the Mutual Broadcasting System and the Canadian Radio Commission network.

Three programs which came in over the Columbia hook-up Saturday night and which will be regular shows are Chesterfield, Studebaker and Corborundum. Started Nov. 10.

Fire in Lynchburg

Lynchburg, Nov. 12. Merrill Puckett, who does a news spot for WLVA, scoured his own station when fire caused a \$10,000 loss to the downtown studios last Wednesday night (7).

On his way home from a late date, Puckett saw smoke seeping out of the windows of the building. Puckett went upstairs to investigate and found the station, which had been closed several hours, in flames.

Fire department dodged him with keeping down a nasty blaze on Main street. Fire was confined to the control room, but water poured through on the stock of a shoe store below, adding to the loss.

Station had just installed all new control equipment coincident with upping its power to 250 watts. Went on the air next morning as usual, employing duplicate equipment at the transmitter several miles from the downtown studio. Had to con-
sue programs to records until temporary studio was set up.

Ross at Auto Show

Cleveland auto show is going in for the a. a. angle by booking a fashion show and Laery Ross Jan. 12-19. Instead of name bands, etc.

The WTAM orchestra will supply the entertainment, with Ross the headliner.

L.A. Times Denies Libel Blast at KNX In News Airing War

Los Angeles, Nov. 12.

Times-Mirror Company, publishers of the L. A. Times, has filed answer to the libel damage suit brought by Western Broadcast Company (KNX) in which the publishers deny that an editorial complained of was an effort to coerce the independent radio station into joining the local Press Radio Bureau for news broadcasts. Defendants assert that the editorial characterized as defamatory was privileged, because it dealt critically and in good faith with a matter of public concern in commenting on the asserted practices and attitude of KNX in refusing to join the news ethering combination. Radio station complained that the Times had impugned its reliability and integrity.

TELEPHONE WIRES FOR WIP, WOL AND WCBM

Baltimore, Nov. 12.

American Broadcasting System's south-of-N. Y. portion, which embraces stations WIP, Phila.; WOL, Washington, and WCBM, Balt., will quit and send their chain programs over both A. T. & T. wires, starting Dec. 1.

For the past three weeks the trio of southern stations have been unable to pipe programs out over the A. T. & T. due to the refusal of the telephone company to carry anything that emanated over Western Union lines, wires of which company the southern stations have been using.

Murder Jury Disagrees

Zanesville, O., Nov. 12.

Retrial of Russell Swiger, 21, of charges of first degree murder will begin November 26. His first trial ended in jury disagreement.

Jury of seven men and five women was deadlocked over the death penalty for Swiger, a radio entertainer and orchestra musician, who confessed he killed Harold Flemming, filling station attendant.

Grace Mitchell, Pittsburgh radio entertainer, was called to testify for the defense.

G.M. DEFERS TO 'EM AS PATRONS

Modifies Policy on Free
Duzats to Forestall Possi-
ble Criticism from Auto-
mobile-Buying Theatre
World

BREAD-AND-BUTTER

To avoid any reprimand from the theatrical and concert interests General Motors is making it a point to limit audiences at its Sunday night broadcasts to less than 1,000. Center Theatre in Radio City, whence the programs originate, holds over 3,000, but the manufacturing combine has drawn a line on the number of invitations and doesn't propose to budge from this figure for the balance of the series, 14 weeks.

In keeping the audience angle within bounds, General Motors is proceeding on the theory that goodwill won in one quarter may have an untoward effect in another. People in the theatre and picture producing business constitute an important proportion of car buyers and that does tend to antagonize this element the better will it serve General Motors' purpose.

Auto enter is decided to distribute as many tickets as were available to it last season when its concerts occupied NBC's largest studio in Radio City, which seats slightly in excess of 1,000. General Motors figured that it was entitled to this studio for the current series, but when Chase & Sanborn intervened and held that it had put in a prior bid for the layout, G.M. agreed to the alternative of moving into the Center.

Since the concert series started six weeks ago the demand for tickets has increased 300%, but the motor men are set upon keeping the admissions within the 1,000 mark. The main angle in which G.M. is interested in the make-up of the audience. It seeks to make sure that the audience represents a cross-section of all classes of car buyers, from high to low price customers.

Station Compensation Only Secret FCC Allows on Affiliates' Relations

Ford Concert's Shift

Ford will cease competing for listener attention against General Motors Sunday nights after the Dec. 1 broadcast. Former account is slated to move out of the 8 to 9 p. m. EWT spot on CBS and take the hour following.

Relocation of Ford's time will necessitate shifting the Gulf Refining and Cream of Wheat (Alexander Woollcott) half-hour which follow one another to the 9 to 10 p. m. stretch. Lehn & Fink will use the hour vacated by Ford for its Eddie Cantor and Hall of Fame stanzas.

Gertrude Stein, Her Mgr., NBC, CBS Have Diffs

Gertrude Stein, the Radcliffe College alumna who made herself a celeb in Paris and has just returned to the U. S. after 10 years, is in a jam with her lecture manager, Clark Getty. At least he was her manager, but she's changed her mind. Couple of prospective radio commercials involved.

NBC and CBS are also involved. Gets booked Stein with Columbia for four paid broadcasts, but Stein has accepted one NBC broadcast instead. CBS, after the word-slinger had disagreed with her manager, propositioned NBC to make the broadcast a joint affair between the two networks, but NBC said "nay." CBS reminded NBC that in the George Bernard Shaw case CBS had allowed NBC to take the program despite an exclusive contract. It was still "nay" now.

Stein is the women poet who wrote, "Alas, Alas, There is No Grass, Alas."

Information is being gathered by the Federal Communications Commission on the contractual relations between networks and their affiliated stations. The purpose appears to be to determine the basic ownership of all stations in the country. Networks have been requested to forward such contract data to the Commission in Washington.

It is understood that the only matter that shall be excluded in the information sought from the networks is the station compensation or monetary clause to the networks.

No explanation for this exclusion is being given but so far as can be learned the Commission itself thought of this exclusion angle.

Network information would infer that there is a deeper significance to the Commission request than appears on the surface. Those who claim to know would infer that the Commission is readying for an inquiry into the radio broadcasting system of the country similar to that which is intended for the telephone industry and the A. T. & T.

It is as likely as not that the inquiries into both fields may be linked as one to determine the extent of domination which may exist in any direction on the part of the networks or the A. T. & T. on the individual stations.

Networks were busy during the past week querying its affiliates about the Commission's request for contract data and securing the individual stations' consent to ship the data in Washington, minus the monetary clause.

Any restraining clauses in the affiliated stations' contracts with the networks are bound to receive the particular attention of the Commission. That angle is one which is being watched by all sides and wonders what kind of interpretations may be placed on same by the Commission.

2 Midwest Political Radioite Candidates Elected; 1 Defeated

Chicago, Nov. 12.

Two candidates for public office among radio workers in this vicinity were successful in the recent elections while one candidate missed. John Roskowski, who handles the Polish announcements on Ralph Atlass' WIND station in Gary, was elected State Senator to the Indiana Legislature. Fred Landis, who used to be on WBIM here as the Hoosier editor, was elected Congressman from the state of Indiana.

Ralph Lundquist, business manager of WCFL, was defeated in his attempt to become the criminal court clerk.

Uncle Bob at WIND

Chicago, Nov. 12.

First of the KYW class to get set in a new connection, now that the station is moving to Philadelphia on Dec. 3, is Uncle Bob (Walter Wilson). Go to the Ralph Atlass WIND outlet in Gary.

Hearst Herald and Examiner here is negotiating with WIND to continue the weekly reading of the Sunday comic section by Uncle Bob. Besides the Sunday comic reading, Uncle Bob will do his regular "keep off the street" program.

WLW Crosses the Skids

Cincinnati, Nov. 12.

Fresh batch of mixed vocal talent due at WLW this week, to replace five departing pipers. Outgoers are Franklin Benz and Wilson Langton; Milton Steele, bass; Katherine Dando, contralto, and Jimmy Arden, crooner.

WLW being coy in not revealing names of new talent until hitting the air.

King Band Drops MBS Sustaining As Lady Esther Co. Fears Overplug

Chicago, Nov. 12.

Wayne King band is dropping off the sustaining ride over the Mutual broadcasting system after having given the WGN-WLW-WOH-WXYZ chain a twice-weekly program from Chicago for the past month. Will return to broadcasting sustaining programs exclusively for WGN, the Chicago Tribune station, from the Andrew Karsan Aragon ballroom.

Reason for the withdrawal from the Mutual system is the aqua of Al Cohn, president of the Lady Esther company which is paying King for six commercial broadcasts over both the National and Columbia chains. Cohn helped that the additional free rides on the Mutual wires was giving the public too much. Wayne King and would resort to the lessening of the King strength on the regular Lady Esther shows. It marks the first reported instance of a sponsor requesting a band to refrain from broadcasting on a sustaining hook-up while playing a ballroom, hotel or theater.

However, the other Chicago bands on WGN and MBS, such as Jan Garber from the Tribune, Ted Weems from the Palmer House and Earl Burtt from the Drake will continue on the Mutual sustaining shows. Understood that MBS will pick up the Blackhawk restaurant in the loop as replacement for the lost King program.

KETTEWELL, FIZDALE IN ABS CHI SPOT OFFICE

John Kettewell has been appointed western sales director for ABS chain with headquarters in Chicago. Tom Fizdale also joins this new office as publicity director. Both are former newspaper men. Fizdale has worked for NBC in Chicago and recently been operating a talent publicity service.

Drug Store Man's Bid

Charlotte, N. C., Nov. 12.

J. A. Hart, High Point drug store operator, and Wayne Nelson, of WBIG, Greensboro, have made application to the Federal Radio Commission for a permit to erect and operate a station on local channel frequency at High Point, which is 16 miles from Greensboro.

They ask for a daytime schedule only, with 100 watts power and 1,200 kilowatt channel. The studio and transmitter would be in the Southern Furniture Exposition building and will cost \$7,000. The station does not expect to obtain chain broadcast connections.

JW, Akron, is starting a new program with Doc Wright's orchestra. Gies on 8:30 p. m. Monday.

Radio Chatter

Cuba

National Radio Commission getting tough with broadcasters trying to get its goat.

CMC has provisional permit for six months to install studios on top floor of big department store here. Now it's time to move and they don't want to do it.

Station CMCF packhanded for ten days by the chief of police. Political hotwords.

CMF will be soon on the air again. It had money trouble with former owners but new company will have it 18 hours on the air. It uses Western Electric equipment formerly WIOD's.

Another shortwaver just appeared, COH, which hasn't commercial license yet as equipment not ready.

Multiple Adr. Agency here, among others in radio, enlarging its staff. It is the only ad agency here with continuity production, artists bureaus, etc.

The 5,000 watters (8) must be on the air in January.

New York

Dick Leibert was back on the NBC red circuit in the 9 to 9:30 a.m. lot.

Guesting over WOR for Martha Dean, Mae Samuel revealed that her nine-year-old Pat was scheduled to play in a football game that afternoon.

Moving date for WOV into new location at 127 West 46th Street has been set ahead now for Jan. 1 instead of next month. R. E. Study in charge of remodeling program.

WHN to broadcast Yale University band of 75 pieces including a double quartet on Nov. 17 from Loew-State theater. Program to run about 20 minutes.

Terry Lawlor on new series over WNEW.

Carl Bjare and Ben Jackson new additions to WNEW's engineering staff.

Victor Hall joins production department at WHCA. New salesmen with station include: James B. Hunt, Don Miller and R. R. Kauffman.

Walter D. Britt, captain of department of correction, airing experiences over WOV.

Additions to WHN sales department are: G. Howell Muiford, Robert Mitchell and R. R. Kauffman.

Major Howes recuperating from minor operation on arm.

Hernies Judis, WNEW station manager going to the west coast for two weeks over Christmas.

WIN trying out a new "Comics" show on Thursday nights presenting work of budding musicians and lyric writers.

WOW already presenting short squib daily regarding donations to the Italian Christmas Fund.

"Saller Beware" company joining in the balcony clatter at the opening of WMCA's "Amateur Night in Harlem."

Robert Barker singing to console music after half-hour sessions over WNEW.

WEV's latest Sunday feature is chamber music by Companys trio by remote from Egyptian Art theater.

Now program, "Me and Mine," over WNEW. Program originated by Marie Beer. Gerald K. Rudolph on air for a quarter hour of news comments and reminiscence. Rudolph, formerly conductor of "Portside Column" in old Buffalo Enquirer and later with Fox Film, doing a general comment and column on air.

Sally Arnold is Nat Abramson's private sec. now at WOR.

Charles King and Peggy Flynn, the latter erstwhile Peggy Bernier of "Good News," planning vaudeville tour shortly besides some air appearances.

Julie Winst signed for long-term on platters for California Perfumery to be used over WLW.

Buddy Rogers has to be in London by Dec. 12 and has his short vaude tour set accordingly.

Neil Golden's orch from Max About Town cafe added to WNEW dashers.

Roman the Melody Singer signed with WOR artists' bureau. Same for Myrna Cade, prima donna stylia.

Leon Belasco renewing indefinitely on Armonie program.

Al Sherman to represent Dave Probert in his new program.

Arthur Jonas to m.c. his first personal vaude unit on Nov. 23 at Valencia theatre with Elton Boys and Bert Storw included in group.

Al Bigi, news broadcaster of the Rochester Times-Union, talked for 10 minutes into a dead mike when wire connections with station WJZ22 were lost. Repairs made, he did it over an hour later for the air audience.

Tommy Mack first stooge for George Givot and now taking in some vaude dates himself has

added two stooges of his own for the act.

Edward Kote interviewing Dr. Carleton Simon, former chief of the New York narcotics squad over WBBM, Brooklyn.

Rev. Harold Erickson directing Sunlight programs from WBBM, Brooklyn.

Frankie Ranch is doing her "Path Fortune" routine six days a week for Canadian Fur Trappers on WNEW.

Michigan

A baby boy was recently born to Mr. and Mrs. Jack Dougherty. Dougherty is of Jack and Earl over WXYZ. Mrs. Dougherty formerly Mrs. Ward, stat plant manager of stations.

Virginia Graves, Detroit social registerite, soprano soloist with Del DeBarge's orchestra over WXYZ, Detroit, daily except Sunday. She is the daughter of Walter F. Zimmerman of the Zimmerman-Keller Advertising Agency.

John C. Holt, for three years radio man for WJBK and CKLW, Detroit, returned to Detroit after a summer's absence down south, to take over the job as publicity director of the Michigan Radio Network.

Minnesota

KSTP girls volley ball team is still the champ aggregation in these parts.

Corinne Jordan, KSTP artist's bureau head, is so busy working between the Mpls. and St. Paul studios, she's practically wasting her life away on those inter-city busses.

Roy Waters, WDXY continuity man, Wednesday (7) night had a surprise birthday and had him to celebrate his 24th birthday.

H. A. Finn, formerly with WWAJ and WCBD, is now selling WDXY and his wife, Mary, is doing WDXY continuities.

George Olsen, WTCN's dance band director, is a beaute of a bridge.

Henry Harrington, former WCCO singer, as directing the music and mc'ing for "The Drunkard" company at St. Paul.

Rock Ulmer, WTCN announcer, was once a drummer in a dance orchestra.

KSTP's sports announcing trio is a nicely balanced combination of years of experience, Jay Odell being in his early twenties, Bill Gibbons a touch over 30, and Prof Morton 44 or thereabouts.

British Columbia

Frank E. Rutland, formerly of CKY, Winnipeg, has been placed in charge of station CKMO. Until recently Billy Brown was studio and program director.

Newest addition to the announcement staff is Doug Gourlay.

Charles M. Delieu, radio editor of the Vancouver Sun, is housed over CKWX each day in the Sun News' Varieties program.

Reg. Dagg has been appointed manager of the commercial department of CKWX and will be assisted by Bernie Ellis and Albert Wallace.

Three birthdays were recently celebrated at CJOR by Gerry Belmont, Doug Gourlay and Don Laws.

New England

Audrey Darrow, Darrow songstress, wins steady spot at WICC Bridgeport. Lois Raymond, singer of Darrow, accompanist.

Nine Martini, Metropole and CBS tenor, opened Wednesday Afternoon Musical club season in Bridgeport.

Adel WICC listings: George Holman, NBC; Michael C. Morrison and Ethel Elizabeth, Waterbury; Beatrice Hart, Westport; and Marian Whittlesey, Wilson.

Spot news: George Howe and Carl Sprecher, WICC.

Bob Bills, new production head at WNEW, New York, is from Chicago but with short stopover at WNEW.

Bridgeport Community Chest wants big name discs on WICC to lure listeners.

Tennessee

Kona Jones, of WSM will be married early in January to Fred Adkinson. Had been with WSM since 1925.

Tennessee Valley project, the University of Tennessee and the TVA will be the subject of an elaborate radio production which will include 50 people and will be broadcast from WSM.

Francis Craig has resumed his Sunday night Pantomime Symphony concert under the title of the Sun-Dance Foyards.

Infus Phillips joins the staff of WSM as a member of the continuity staff.

Tommy Mack first stooge for George Givot and now taking in some vaude dates himself has

Here and There

Clayton Sandell, plant manager of WTIC, Hartford, on a hunting trip to the Adirondacks.

Paul Lucas, chief production manager of WTIC, now commuting to New Britain.

Gabbard Cliff Powder Co. of San Antonio marked its ninth consecutive year in radio (6) with Club Aguilar program on WOAL. It's one of oldest commercials.

Paul Monroe, WTIC, Hartford, announcer, resigns to take a similar post with WRC, Washington.

Paul Whiteman and Ames and Andy among those congratulating Ernest Bauer on his fourth anniversary binioning Alamo-National Bank orchestra for WOAL.

Lewis Lacey, formerly production manager for KPRC, Houston, has switched to KTPA, San Antonio, as manager, replacing Ralph Nobles who goes to Shea advertising agency.

Hugh Hall, vice-pres and general manager of WOAL and Martin Campbell, of WFAA, Dallas, to Washington to protect stations' clear channel rights before Federal Communications commission.

Mexican police band and tipin orchestra, planned especially for United States police forces and Mexican residents, heard Wednesday (7) from KXW, Moxico City. Band has 148 pieces and orchestra.

Howard Peak, who came to WIZN, Milwaukee, as sports announcer two months ago has been appointed assistant program director.

Edgar Kekel, NBC v.p. in charge of m.m., is recovering from an appendicitis operation performed at the Doctor's hospital a week ago last Saturday (8).

Stevens Merrill auditioned an original musical comedy before the NBC program board last week.

Orson John, who has been at WTMV, Cleveland, for five years, has been made night program manager.

WJAY, Cleveland, has Clyde Wood as its new commercial manager starting Nov. 18. Wood is known over WGAR as "Uncle Clyde."

Gray Lawrence has taken over the general management of WMT for the Cowling group. Lawrence upped from KSO, Des Moines, where he held commercial management spot.

Freddy Carlson's band has succeeded Johnny Johnson at the 400 Club, Pittsburgh, with a KDKA hook-up.

Betty Lou, Sunday Star's fashion commentator, spotted Fridays for a quarter hour women's news program on WDEL, Wilmington.

Tod Bills, new production head at WNEW, New York, is from Chicago but with short stopover at WNEW.

George W. Solling, Chicago newspaper, radio and agency advertising man, has been made assistant to Allan Campbell, commercial manager of WXYZ, Detroit.

Giddell Gline of Salisbury left a job as first violinist with the North Carolina Symphony Orchestra to sing for WJSB, Winston-Salem.

Marlo Fair leaves Russell & Jacobs advertising agency to join staff of WJO, Des Moines, November 11. At the Iowa station Fair will be assistant to the manager in charge of all production.

Lindy, Broadway restauranteur, made his radio debut as George Givot's stooge Tuesday night over WSM.

Katherine Mathook, well known as radio director, has been appointed dramatic coach at Reed College, Oregon.

Emerson Gill and his band, which is playing the Webster Hall Cock-

(Continued on page 41)

New York Radio Parade

By Nellie Revell

Radio stations WAA, WMCA and WDNX are no longer broadcasting running descriptions of horse races for the simple reason that they can no longer get the O & B Wire Service, which is the tract wise the bookies used to get his results. Stations continue to air results, but not till well after end of race. Reason for the refusal to serve broadcasters was that out of town subscribers were being paid posted. Which means that bookies out of town were getting the results over radio and betting the winners with the bookies who got their results over the phone. However, the small books in NY claim the end of radio results was result of heat by telephone company. Books with radio the small books could get his results without the use of the phone which did the A.T.T. out of plenty nickels.

Radio Quits Billposting

Radio has moved in as salesman for show business. For first time in show biz a road show doing top biz is not using any billposting unit. "Green Pastures" in fourth year of trouping has dropped billposting unit entirely and has replaced with one man to contact and talk over radio stations. According to William Fields, pres chief for Laurence River, Inc., producer of show, plan was first doled out by Beverly Kelley when ahead of "Pastures" this year, but with circus nixing plan. With Kelley ahead of "Pastures" this year, and big dropping at opening of season, Frank Braden, also an ex-billposting man, was put on to concentrate on radio Braden with result that billposting was dropped in Toledo. As now in operation the routine calls for Braden in town two days ahead of show resulting in daily five-minute plug on air. Day of performance the Hall Johnson Choir, a much publicized highlight of show, does 15-minute broadcast on cuff in return for plugs. Plan has been used over WLW in Cluey and KDKA in Pittsburgh to name two larger stations. Obvious economies with better results for cost of one man vs. costly printing, shipping troubles and labor bills for billposting.

Dropping George Arliss

J. Walter Thompson Agency extremely anxious to get George Arliss to play "Green Goddess" for their Lux program. Arliss, however, refuses to do more than one job at a time, i.e., when doing movie will not do radio and he's most always doing movies. With Arliss due to kind from England in couple of days agency will huddle in attempt to have him stay long enough to listen to recordings of play made when show was first auditioned for sponsor. In recording Claude Rains plays the Arliss role.

WNEW & CBS Link for 30 Min.

On Nov. 14 from 9 to 9:30 p.m., WNEW will serve as New York outlet for CBS. This book-up is result of special event broadcast from Washington, D. C., that CBS got through promise of NY outlet. But WMCA has commercial at that hour so is using WNEW wavelength with announcement stating "This is CBS, WNEW, Newark, N. J. CBS often feeds WNEW their special event programs, but never as chain member.

Short Shots

John Royal of NBC to Cleveland for a football game, over the weekend...Ford Frick will finish out his contract with CBS Chesterfield program after which there will be no more announcing while he is National League president...Out-of-town calling at CBS last week included I. R. Lounsherry, Jim and Mrs. Hannahan, Fred Palmer of WHEN, and Gunnar Widé and Mort Walters of WHCE who are on way to Chicago...Bob Stephan, radio ed of Cleveland Plain Dealer in and out of town to cover debut of Werner Janssen as conductor of Philharmonic Thursday eve at Carnegie Hall...Mac Hawley of Pathé News doing two morning press broadcasts at WOR; Men Ellis doing eve shots; and Allan Preston, on air at NBC as "Wife Saver" doing the 5 p. m. broadcast. All copy edited by WOR press dept...Nelson Griggs is new ABB announcer...Prem Pumphrey, former radio manager at Fulmer, Smith & Ross is new NBC production man...Herschel Williams doing production on Mary Pickford show for J. W. Thompson Agency...Gone Stafford now assistant to R. L. Ferguson of WINS...Vaughan DeLoach with NBC with a four times weekly auctioning.

Scribbled Notes

Kate Smith offered to Hudson-Essex. Account also mentioned original musical comedy with tunes by Rodgers & Hart and book by Pote Dixon. Cast headed by Lenore Ulric, Fred Utley, Jerry Coop and Freddie Rich...Grandma Burton of NBC Chicago studio in town auditioning for the home office...Marilyn Trueblood, NBC hostess slated for appendix operation...Heine Fox of CBS hostess staff has been sporting a new "Cleopatra" haircut...Eddie Peabody signed by Warner for a string of musical shorts. Production started last week...Reggie Childs on playing a one-night stand on the 14th at the home of A. Drexel Biddle in Phila...Al and Lee Reiter signed by General Foods for new commercial...Dame Karl makes no radio debut in dramatic skit at NBC next week...Press staffs of National Broadcasting, McCann Erickson and Bruno Associates will combine to put on tremendous bally for three bands signed for National Circuit Co. three-hour dance show...Pat Barnes of Lombardo program at NBC sold his "A Buck on Love" script to Van-Buren-Radio...Don Bostor replaces Del Campo at the Roosevelt Hotel...Baby Ross Marin and ma 'n' da hoped for Coast and new Jackie Cooper pix.

Stand By

Dame Sybil Thorndike heading "Distaff Side" will do "Macbeth" for NBC Radio Guild on Nov. 19...Ruth Denning and her male quartet have been set to do NBC electrical transcriptions...Betty Gould resumes her "Sing Something Simple" program at WMCA next week with a three weekly show. This was a feature of the old WMCA set-up...Max Fleischer back at the Music Hall. Hasn't been in town since played Ziegfeld Roof...Mario Baggott out horseback riding with Rosemary Lane said "Prince of Wales" resulting a mass of taped ribs and a delayed rehearsal...Next week WNEW is hooking up with WIP in Phila. and will air local sport shows in Phila as well as NY and vice versa. For Adams Hata with shows set for Mondays and Fridays...Agnes Moorehead doing "Min" on Gunap show and female talk and patter on Camay show with Barry McKinley...Perry Charles of WHN has 15-minute sym commercial consisting of part of his early hour sustaining...Burt Thomas, NBC hostess, has finished Anthony Adverse, Viva...Mrs. Richard Mansfield doing a spot of emoting for J. Walt Thompson accounts...Lud Gluskin and Gertrude Niesen are not making Deco recordings...Johnny Green is readying a one-hour afternoon show for CBS. Will use a large orchestra group...Cal Yorks of Bordens show was Henry Van Voorhees when he trouped in legit some five years back.

Junior Davis Writing

Donald Davis, son of Owen Davis, is collaborating with his playwright father on Ivory's "The Gibson Family" authorship.

Elder Davis recently replaced Courtney Riley Cooper as writer of the weekly hour's story to the Schwartz-Dietz songs.

Pelletier's \$800 Damages

Chicago, Nov. 12.

Vincent Pelletier, NBC announcer, here, received \$800 last week as compensation for injuries received in an auto accident.

Henry Kalichkin did the necessary legal interview.

AIR COIN AND THE VOTE

DIGEST OF NINE COMMUNITIES

Is Success at the Polls in Ratio to the Amount of Money Spent by Candidates and the Smartness of Their Use of Radio?

OLSON'S PAT

St. Paul, Nov. 12. Between newspapers and radio, the ability to reach the people is conclusively in favor of the latter. In the face of an unfair, petty and bitter campaign conducted by Minnesota's major daily newspapers, all united against my re-election to a third term, radio came decisively to the rescue. With out-cry, radio elected me.

So declared Floyd B. Olson, only Farmer-Labor governor in the U.S., after voters had swept him into his third term with a plurality close to 100,000 out of 1,000,000 votes cast.

Unbiased lowdown on the election from a newspaper slant is impossible in this sector, since all the rags so definitely committed themselves against Olson that they now find their bridges burned. Compared to how Minnesota newspapers treated Olson, the California sheets' thumbs-down on Sinclair was just a silly parlor game.

Of local radio stations, WCCO showed more election-minded aplomb than all others combined. It was far and away the biggest campaign in Minnesota history from a radio standpoint, surpassing even the Hoover-Roosevelt battle, previous high-time mark for local stations.

Senator Henrik Shipstead, only Farmer-Laborite in the U.S. Senate, was re-elected to his third term. Shipstead spent smart money for his radio time, spotting his talks as he did during his previous campaign, in 1932, making five-minute blubs at noon over WCCO. Several 15-minute periods were also used, but the Senator specialized in the midges' addresses and they evidently did their stuff for he piled up the most staggering plurality (\$30,000) on the entire ticket, overwhelming former Congressman Elmer Holm (D.), who was reputed as able to poll the largest vote in Minnesota.

Hire Staff Wise

Unique in the campaign was the 15-minute spot used by Melvin J. Maas (Rep.) Friday (2) over KSTP. In which his outstanding experience in Congress 'talking a gun away' from a maniac in the balcony of the House two years ago—for which Maas later received the Congressional Medal of Honor) was dramatized. First figured to run a tight race, Maas strengthened considerably immediately following the KSTP airing, the former congressman regaining his old office handily in the finale.

About \$3,000 was divided between stations KSTP and WCCO by the Olson-for-Governor campaigners. WTCN, 1,000-watt owner by St. Paul Pioneer Press-Dispatch and Minneapolis Tribune, was passed up by major candidates of all parties. Tommy Gibbons, former heavyweight contender running as independent candidate for sheriff, used six 15-minute spots over the week-longer at \$40 a throw and scored it worth while, seeing an upset to win the office.

Republican gubernatorial candidate Nelson's campaign on WCCO and KSTP totalled about \$5,400, the latter station leading most of this gravy. WCCO took in approximately \$14,600 from all candidates, all parties. KSTP explains its lesser political activity over its waves as due to its schedules being full on NBC weekly programs; in several instances spots were cleared for office-seekers by special permission of the commercial holding that niche. Most notable instances

was first half hour clipped from the Kraft-Whiteman hour Thursday (1). KSTP upped its usual commercial rate of \$125 per quarter-hour for time from 6 p.m. to midnight to \$150 for political spouters.

Laugh of the race was the fluke 'straw vote' sponsored by 24 Minnesota daily newspapers in which 325,000 Minnesota automobile owners were mailed ballots. Results had Olson swamped, and rags predicted the governor would be lucky to bug even one of Minnesota's 57 counties in the finals.

Rags ran scared babbles throughout the campaign, deplored Olson's 'communistic policies' and shed tears over the 'certainty' of business firms scrapping the state if Olson were re-elected, and in general cried Bigey Man so loudly that the public finally tired of it all.

In the last month of the campaign, Gov. Olson used Elliott Tarbell, former Chicago Tribune city editor, as his publicity man.

Papers, which battled Olson tooth and nail, were such die-hards that they backed even the usual courtesy of running the winner's photo after the finale came in. Neither were congrats forthcoming from the losers. Most glaring departure from custom was St. Paul Pioneer Press running a front-page, one-column cut of Tommy Gibbons, a heavy WTCN (co-owned by this rag) time user, slugging the pic: 'New Sheriff.'

Portland, Ore., Nov. 12.

Use of radio—using by political candidates—caused for this election, although amount of cash spent was lower than that of two years ago. Number of talks made for all candidates and measures was upped considerably. Evidently as an economy move, talks were clipped to 15 mins. from the 30 mins. of two years ago. Also smaller stations with lower charges came into a greater share of biz.

Network stations like KGW (NBC) and KOIN (CBS) could not use all the political biz offered, due to chain interference. As a result their overflow stations KEX and KALE got additional breaks. Heaviest radio user in this district was an independent candidate for governor, Pete Zimmerman, who lacked newspaper support in the burg and leaned heavily on radio for exploitation. He used an assortment of stations, including KGW, whose newspaper owners the Oregonian were opposed to his program.

In this election no candidate could be said to have secured victory by using the other. Chief content was that for governor in which the two leading party candidates fought it out largely through supporting news columns. Doubtful if newsprint advertising played more than a minority influence in resultant decisions. Rate news columns first, radio second, and newspaper ads third in political influence with the public.

Minneapolis, Nov. 12.

Bitter fight between Republicans and local Democrats for sheriff's office, with newspapers rooting for a dark-horse on an indie write-in ticket, resulted in one of the largest radio campaigns by politicians in Cleveland's history.

Squawking that papers were unfair to them, party candidates spent roughly \$30,000 in buying radio time on four stations to rap sheets and threat-cutting rivals. About \$10,000 of it went to WTAM, with rest being divided between WHK, WGAR and WJAY. Most significant fact is that Sheriff John M. Holzman, noted for his sub-stories, made majority of speeches and was re-elected to tune of 516,136 votes. Col. Herbert J. Twelvetrees (R), whose party deserted him at last moment, landed \$3,145. W. A. McMaster drew only 100,520, although newspaper plugs and high interest in his indie radio speeches boosted him.

Official Press

While influence of radio played bigger role than ever before in local elections, causing a Democratic landslide, no accurate comparison can be made by exceptionally large sum spent in broadcast. Either oratory of Bulzman a swell as other Demo. city and county candidates

apparently was powerful enough to offset newspaper attacks, but party-log-railing was a big factor. Station officials reported getting a record number of reactions from their listeners. Yet extensive broadcasting for McNamee by civic groups would have pushed him into office if both parties, afraid of his clean-up campaign, hadn't combined in putting pressure on him.

Syracuse, Nov. 12.

Radio's influence politically is debatable on the basis of election results in this sector.

Both major parties used radio, the Democrats more liberally perhaps than the Republicans, but Onondaga County continued in the G.O.P. column insofar as strictly local candidates were concerned, although Governor Lehman led Moses by approximately 6,000.

Heaviest investment in air time was in the interest of Justice Francis D. McCullum, Democrat, seeking election to the Supreme Court bench in the Fifth Judicial District. Justice McCullum was defeated by Edward L. Robertson, corporation counsel of Syracuse, the Republican candidate, by a plurality of more than 18,800.

Justice McCullum did, however, succeed in carrying Onondaga County by a slim plurality—about 300. Whether this result, however, may be attributed to approximately \$600 spent for radio time over WYBL and WSYR is uncertain.

Baltimore, Nov. 12.

Last week's gubernatorial election was the first in which radio played an important part, and in many political circles it was accorded credit for having put into office the first Republican Governor Maryland has elected in 26 years and the third since the Civil War.

Campaign witnessed the initial use of the ether as a stamping instrument of prime importance, especially for Governor-elect Harry W. Nice, to whom was conceded the election from KOL, piled up a greater majority over his opponent than did any voters in other races with the exception of Schwellenbach, who drew from the whole state.

Radio station estimates are that 70% of all campaign money went into radio publicity: 26% to newspapers; and 10% to other blow-hard mediums. The old crack-wise, 'fire a hall' still has its supporters, especially in the candidates for state legislature whose field of appeal is limited to small districts, so that obviously much of the wide, scattered coverage radio would give them is looked upon as wasted.

Day prior to election that told voters: 'President Roosevelt says that the public would be amazed at the number of times he voted for individual Republicans. Now the Democrats of Maryland with clear conscience can vote for Harry W. Nice for Governor.' Though the Democrats decried this as an unethical misquotation, stations carried it and the Democrats openly admitted it swung a perilously large number of votes.

Seattle, Nov. 12.

Use of radio by political candidates and by proponents and opponents of various measures came to the fore here in the past three months of hot campaigning which ended in a complete rout of the Republicans and victory for the Democrats.

Close-mouthed on actual campaign expenditures were the managers of candidates of both parties. Radio stations likewise refused to divulge amounts they received on station time for political ballyhoo, for 'reasons of policy.' It is apparent, however, that the down-trodden Republicans spent more than the Demos. Total campaign expenses for the GOP senatorial candidate, Reno Orlin, will come to around \$14,000; those of his successful Democrat opponent, Louis Schwellenbach, will be about \$3,000.

One fact worthy of note is that the Democrats made wider use of radio than the Republicans. Several of the younger Demo. candidates, notably Marion Bloncheck, running for re-election to Congress in this district, used radio exclusively. Bloncheck, leasing his time from KOL, piled up a greater majority over his opponent than did any voters in other races with the exception of Schwellenbach, who drew from the whole state.

Radio station estimates are that 70% of all campaign money went into radio publicity: 26% to newspapers; and 10% to other blow-hard mediums. The old crack-wise, 'fire a hall' still has its supporters, especially in the candidates for state legislature whose field of appeal is limited to small districts, so that obviously much of the wide, scattered coverage radio would give them is looked upon as wasted.

Told Dutchie Stories

Republican man who came closest to election, William H. Sears, running for Kings county sheriff, used the most novel method of radio advertising. Sears told detective stories in which he, as a law officer, had figured. This other stuff, coupled with his wife's acquaintance, put him within a few hundred votes of defeating the Democrat, William B. Neveryon.

Jointly owned and operated stations, KOMO and KJR, demonstrated what specialization on political accounts can do. Last summer their commercial department, appointed Fred Warwick, veteran publicity man and political press agent for newspapers, to the job of getting and handling the political stuff. Warwick pulled \$23,000 of campaign money into KOMO-KJR coffers. Over 70 of their broadcasts were hooked up with other stations, often with as many as seven.

Warwick's biggest stunts was his pair of political shows—one held on the eve of the primary and the other on the eve of the final election. All candidates who had leased time on either station were allowed to make a short speech, but the program time was given chiefly to political ballyhoo, featuring antics of the 'Annies' Party' candidates. Last show was hooked up with five other stations in the state.

Many candidates leased radio facilities daily at a set time, thus becoming program landmarks for the duration of the campaign. The outstanding candidate of this kind was John C. Stevenson, former Kings county commissioner, who has had a daily program (sponsored by a dentist firm) on KOL for over two years. Stevenson, more or less of a political boss in these parts, was defeated in the Democratic primary for U. S. senator, but continued to use his broadcast time to push his machine candidates for county offices. Just before the final election, the Republican opponent of one of the Stevenson candidates brought libel charges against the

radio speaker for something he said on the air. Named as co-defendants in the action were KOL and the program sponsor.

Philadelphia, Nov. 12.

Amazing and upsetting Democratic victory in Pennsylvania was washed out a lot of the Republican strongholds right here in Philly. City gave Schuader (defeated Rep. candidate for Governor) a 26,000 majority and Dave Reed (Rep. Senator) a 4,000 majority, but in comparison with former 200,000 and 300,000 majorities that was really a defeat.

Both sides spent plenty on radio advertising with one source giving the Republican expenditures (radio and newspapers) at \$42,000 and Democrats about two grand less. The loud squawks made by Democrats that WCAU (CBS), being controlled by strong Republicans, was in effect a monopoly and had not given them (the Democrats) an even break, died away as a result of the big Democratic victory. A defeat would undoubtedly have resulted in an even louder bellow.

During the last week of the campaign, both parties seemed to have about equal time on the local stations, but Republicans had started sooner and bought more.

In the meantime, the Record, Philly's only Democratic paper, and its owner, Dave Stern, is sitting on the top of the world. In fact, during the campaign just past, the Inquirer (Rep.) commented on the fact and warned the voters that a Democratic victory would make Stern a powerful ear hereabouts.

Des Moines, Nov. 12.

Town has survived one of the most bitter, ill-tempered election campaigns in her history. All of the skeletons in the Republican and Democratic closets were taken out and shaken violently, with the climax in hostility being on election day, when Lieut. Gov. Nels Kruschel and former Governor Dan W. Turner went into combat at station WOC-WHO, taking turns in calling the other a so-and-so.

Turner, Republican aspirant for governorship, had finished a radio talk and was leaving the studio when the two came to grips. The Lieut.-Gov., hopping mad at remark Turner had just broadcast, greeted the Republican candidate with 'Turner, you're a luv,' to which the former governor retorted, 'Kruschel, there's not an ounce of truth in you,' and the battle was on. A station employee stepped between the two just as the fight started flying.

Democratic sweep gives party a majority of both the senate and the house of the Iowa legislature for the first time in 80 years.

Because of greater coverage, WOC-WHO was used more extensively by candidates during the campaign than station KBO. Des Moines' WOC-WHO has estimated that the Democratic state party used four times the amount of time used two years ago, and that the Republican party used about the same amount or a little less than in the previous campaign.

KBO felt it had got its share of campaign business, and was glad to cooperate with WOC-WHO in several matters that brought mutual benefits.

However, because of the terrible landslide, which was unforeseen, it is hard to estimate just how important a place the radio had in establishing the supremacy of the New Deal. There is no way of knowing whether the results would have been the same had half the amount of money been spent by the candidates in radio and newspaper advertising, but at any rate, the local stations fared very well at the hands of both parties.

Lincoln, Nov. 12.

Foster May, KFOR-KFAB newsman, who ran for county clerk on the Democratic ticket, came out an also ran, but he pushed the Republican candidate pretty steeply. May, first time in politics, polled over 15,000 votes to the winner's 19,000, the winner having been in the office nearly twenty years.

So the newscast still goes on.

RADIO SHOWMANSHIP

(Merchandising and Program Tieups)

Outstanding Stunts

WOMEN'S WEEK TIE-UP
KSTP, MINNEAPOLIS-8.
PAUL

NOISELESS WAGONS
NATIONAL HORSE SHOW
BORDEN MILK COMPANY

Showing Mrs. Marconi How

Minneapolis.
Fannie Hurst, Amelia Earhart and Princess Kropotkin are among the lady speakers booked by Clark Geiss, New York manager, for the Women's Week shindig, promoted for the Minneapolis Auditorium Thanksgiving week by Anna Blitz, women's dean at the University of Minnesota.

Event is intended to show Mrs. Oliver Harriman, Manhattan promoter of the Women's Arts and Industries Exposition, how the west does such things. It will be the first time for Minneapolis.

State Fair, Minneapolis, and the Minneapolis Journal are co-sponsors of the stunt which will agitate the community in a big way. It is anticipated. Exposition will be liquidated by the sale of space to exhibitors. Invitations extended to Mrs. Roosevelt and other high voltage females.

Noiseless Milk Truck

New York.
Not precisely a radio stunt but pulled by an advertiser that also uses the air and susceptible to imitation in various communities is the Borden Milk company display in the National Horse Show at Madison Square Garden.

Borden is gathering beau-tifully polished horses and a ride of 12 rubber-tired milk wagons of a brand-new yet-in-use delivery wagon designed to reduce milk delivery noise by 90%. These wagons have pneumatic tires, bell bearings, hoses shod with rubber hoses. Their appearance in the Garden in spic-and-span harness made a great impression.

As the wagons go into use in other cities (it is presumed that will) radio stations may tie-in with public demonstrations. Horse shows of course are a push-over but if there is no equine exposition handy the resourceful radio showman will find substitute methods. At the least, the Borden girls, riding on Main Street described over the air by a station spiebeldorfer. Milk companies are generally good advertisers since the business is competitive.

Maha-Believe Too Real

Des Moines.
KZO's switchboard and telephones at the local airport were the key to response for the exact arrival time of "Tim and Irene," sustaining on the Blue network, who are doing a "By Road Show," and announced the Des Moines airport listeners didn't realize they expected to do the local air-port from the New York studio.

Indian Tribe Stuff

Dave Meines.
Uncle Dutch Schmidt, who is head of the local Sun market for KZO, sounded the buzzword for Indians, who played football with Duke U. Nor. 8, for a pow wow in native costume, together with some youngsters from the Sac and Fox tribes for songs and dances.

Charity Exploitation

Pittsburgh, Pa.
Devoting a program day for two weeks was Station WGA's contribution to the local Welfare Drive launched Thursday (1) and to continue until Nov. 17.

Opening gun in campaign, which is using more radio than ever before this year, fired by President Judge Donaldson.

Stunts, being supervised by station staff, includes sketches, concerts and speeches with much of the scripting being done by the staff.

Real Estate Note

On Director Bradley's regular Saturday afternoon "Tourist Bureau program" on WCAU, Philadelphia, it was mentioned that lakeshore lots are available to anyone for \$15 a year rental in the Chippewa National Forest area.

Result: so swamped was the post office at Cass Lake, Minn., that in order to answer the myriad requests and applications which flooded in, the U. S. Forest Service had to get out a special mimeographed letter.

Reporting a Massacre

Haileton, Pa.
Capitalizing on the section's most sensational news break in years, Station WAZL here was on the air (6) with the lurid details of the now famous Kayless massacre before the machine guns had cooled in the killer's hands.

Playing the amazing story to star-filled listeners, WAZL scooped every

other news-gathering agency in the section and then turned around and recouped them with the story of the death (7) of the latest victim of the assault.

When members of the opposition are alleged to have turned a gun and pointed it into the mouth of the Democratic parade in the little mining town, it was WAZL which got the story first. The station interrupted a program to send out the flash, and Jimmy Peiser was assigned to cover the story for the station. He went to the scene, gathered in the details and called the office. The phone. Before reporters on the spot had finished phoning their story to the office, Peiser's findings were on the air. The man who received the message had a mike at his side and repeated the details into the air-phones.

Immediately the station was swamped with calls from a dozen of small mining towns in the vicinity. All wanted further information, and Peiser replaced Peiser in the field and called the announcing chief back to the station to go on the air with a full description of the scene he says. Peiser described scenes at the point of the spot where the parade was riddled by the crossfire of machine guns, at the State Police barracks, and the hospitals, all of which he had visited.

Vividish Services

New York.
On Friday evenings from 8:30 to 9 WAZL, Des Moines, offers vividish services. In addition to the services which come from the reformed temple, there is an organ recital also carried by remote control. Harry Housell handles this part of the hour. This is the only station in the metropolitan district carrying such a religious program.

Film Premier Broadcast

Pittsburgh.
Novel broadcast by WWSB used here in exploiting the Anna Bisselke, "We Live Again," the night before it opened at the Penn. Program was of half hour length, starting at 10:45, and got some nice attention.

Local artists exchange, working in conjunction with station, arranged to have picture screens for critics and a few invited guests at the Variety Club, theatrical or organization. Remote control line and following the film, guests called on the downlow for drinks and oats. Budweiser Girls, sitting on stage, played a Russian music throughout broadcast with a little nite club gal, Tanya Lova, singing peasant anthems in the native tongue.

In mountains, Walt Framer, handling the broadcast, described different scenes, picture pictures and called on ericks and others for a few words on what they thought of it. Radio editors were also there, idea of stunt broadcast enticing them as much as prospect of seeing "We Live Again."

Theatre Tie-Up

Pittsburgh.
Stanley theatre tied in with Pittsburgh's Fred Denors on engagement of Waring's Pennsylvanians here and crashed a lot of two and three-sheet space in the Waring's office. Denors also went via their windows and doorways about the Waring stand at the Stanley and plussed it with a number of lesser salesmanship ideas.

One was distribution of tickets for Waring's Ford broadcast, which will emanate from here Thursday night (15) via WJAE. Figuring audience will be 10,000, Waring's office from auditorium of Chamber of Commerce building and most of tickets are in hands of different agencies in this district.

New Kind of Sandwichman

Cold Spring, N.Y.
Attention of KWCR around when Jack Yager, owner of Jack's store, signed up for one minute announcement on sporting goods and showed up for initial broadcast attired in complete hunting outfit. Jack walked through town to station, attired in breeches, jacket, hunting cap and about, totally new outfit on his person. Curious natives speculated on his hunting destination trailed him to studio and stayed through announcement.

Stunt clicked so well Yager purchased 16-minute weekly program in addition to one minute spot daily.

Veteran Staff

New York.
Earl Harper, WINS sports commentator, devotes from his usual athletic recitals to direct activities for his Friends of the Veterans club in order to obtain magazines, books and other periodicals for the disabled vote at the Knightsbridge audience.

Stunt was picked up from the present and rosier now includes over 3,000 names ready to keep supply up to date.

Recently some of the disabled

STATION PORTRAIT

WGOF, EVANSTON, IND.
500 watts. Locally owned. Staged broad cast studio. Mostly local sponsors. A few national advertisers occasionally. Pathfinder Magazine contest or patent medicines, wonder waters, etc. Talent on wax mainly but some parlor talent around. One station announces specialties on stunts. Uses a noonday question-and-answer merchandising gag on side-walk in front of shop of different advertisers. Has a merchandise at city police court each morning. Often the testimony makes startling publicity for radio—family brawls, drunkas, etc.

When members of the opposition are alleged to have turned a gun and pointed it into the mouth of the Democratic parade in the little mining town, it was WAZL which got the story first. The station interrupted a program to send out the flash, and Jimmy Peiser was assigned to cover the story for the station. He went to the scene, gathered in the details and called the office. The phone. Before reporters on the spot had finished phoning their story to the office, Peiser's findings were on the air. The man who received the message had a mike at his side and repeated the details into the air-phones.

Immediately the station was swamped with calls from a dozen of small mining towns in the vicinity. All wanted further information, and Peiser replaced Peiser in the field and called the announcing chief back to the station to go on the air with a full description of the scene he says. Peiser described scenes at the point of the spot where the parade was riddled by the crossfire of machine guns, at the State Police barracks, and the hospitals, all of which he had visited.

Vividish Services

New York.
On Friday evenings from 8:30 to 9 WAZL, Des Moines, offers vividish services. In addition to the services which come from the reformed temple, there is an organ recital also carried by remote control. Harry Housell handles this part of the hour. This is the only station in the metropolitan district carrying such a religious program.

Winston-Salem, N.C.
For five days, five minute electrical transcription Tuesday and Friday for 26 weeks. World Broadcasting System. WJS.

La Grande, five minute program for 12 weeks. World Broadcasting System. WJS.

Regaline Grill, noon daily spot announcement for six months. WJS.

United Automotive, daily spot announcement for one month. WJS.

Hoover Mario Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Hoover Dress Shop, daily spot announcement for one month. WJS.

Songwriter Turns Economist, Tells FCC Radio As Is Hurts Recovery

Irving Caesar, the songwriter, has turned economist. He has gathered facts and figures to support a theory that radio advertising as practiced in America under drug, cosmetic, cigarette, chewing gum and similar domination is actually at cross-purposes with the NRA's efforts to stimulate purchasing power. These chief users and principal beneficiaries of broadcasting also happen to be the industries employing the smallest proportionate amount of labor in the manufacturing process, Caesar argues.

Crest of the Caesar argument presented before the Federal Communications Commission in Washington on Thursday (18) is that radio develops sedentary stay-at-home habits to the injury of the purchasing power expended when people seek diversion afield.

In his address before the Commission, the songwriter-economist said in part:

"The programs of one network began at 6:15 a.m. and ran until past midnight without interruption. On the other, the program began at 7:30 a.m., and continued uninterrupted until one-thirty the following morning. For eighteen hours a day, seven days a week, and 365 days a year, you have but to twist your wrist and you are entertained."

"To enjoy the benefit of this 'gift' only one condition is implied—and that is that you stay at home and listen. The success of radio and the forming of the sedentary habit are inextricably inter-dependent. Bearing this in mind let us see what sacrifices we are compelled to make in order to receive gratis one hour of radio entertainment.

"It has been estimated that the audience for a popular radio hour is

somewhere between 15,000,000-30,000,000 people. In other words, taking the lesser figure as our guide, 15,000,000 persons are kept inactive for one hour, or 15,000,000 hours are being expended on this program alone. This is but one network. Computing the audiences of all other networks and local, independent stations: as another 25,000,000 for each hour, it gives us a total of 40,000,000 hours spent inactively as the price paid for this one hour's free entertainment. Statistics inform us that the average daily use of the 16,500,000 radios in the United States is two and one half hours. This means that 40,000,000 people are giving up each day, two and one half hours to their radios, which in turn, gives us a figure of 100,000,000 hours per day taken out of the lives of the average American—100,000,000 hours of inactivity. For two and a half hours each day 40,000,000 people are busy at their desks, and while thus engaged, they cannot walk down the shop-lined Main street, wear out their shoes, or their wearing apparel; nor can they ride the highways in their automobiles, with the attendant consumption of gasoline, tires, wear an engine, etc.

Radio's Big Advance

The three industries whose financial subsidies are practically the backbone of the radio industry are cigars and cigarettes, perfume and cosmetics, and patent food products.

Cigar and cigarette industry as revised by Government tables, employed (in 1932) about 83,000 men, paying in wages, approximately \$40,000,000, creating a product of a value of \$1,875,000,000. On the basis of these figures, calculation shows that the industry employs one man to create a product of the value of \$10,000, and they also show that the ratio of the wages paid, to the value of the product, is a bare four percent.

"It is no mere coincidence that just those very industries that employ relatively the least number of men and pay the least amount of wages, and thereby contribute least to the social wealth, are just the very ones that can afford the millions it takes to use radio as an advertising medium.

"It is thus demonstrated that the American people cannot remain seated and listen to their radios, keeping them from visiting public places, and keeping their shoes, their clothing, their automobiles, etc., from wearing out, and yet expect jobs to be created to supply more suits, more shoes, more automobiles, etc., when they themselves, by remaining inactive, have destroyed the necessity for the demand. That is the price paid for free entertainment.

"I'll stay home and kill the night by listening to 'So-and-So,' is a phrase you often hear. Think of it: kill the night—killing time—killing time—killing dollars!

"And as to the overzealous industries that use the radio to exploit their products, we might remind them that silence is, indeed, golden—not only figuratively but, in this instance, practically. The advertising and entertainment value of a program following a night of silence would unquestionably be enhanced. Does this point need elaboration? Would not an occasional twenty-four hours of entertainment abstinence tend to increase the effectiveness of the next day's programs? And during this holiday from dial-spinning, our nation of 'titans' might take occasion to look into shop-windows and acquaint themselves with the very products they had heard so much about but which, thanks to the sponsor, they have had no little time with which to exercise the instinct to buy.

"We are the only country in the world that permits—with a minimum of restriction—broadcasting for advertising purposes. I reiterate it is not for me to say now and in this paper whether or not we are acting wisely in so doing. As stated at the outset, I am aware of many of the benefits that come from the subsidies thus received. But I do believe that with typical American enthusiasm, we have permitted abuses to develop in connection with radio that are worthy of the immediate attention of our best minds. We are spending too much of our time sitting down. Let us take a little walk. Let us take a little ride!

Frankenstein

Hollywood, Nov. 18.

Having started a young real estate boom by publicizing plans of a new studio for NBC here, Don Gilman, exec chief for the web, has bought a new car as to make a quick getaway when the subdividers go up on him.

Cuban Telephone Tolls Established; CMAF 1st To Accept New Rates

Havana, Nov. 8.

At last the Cuban Telephone Co., having cleared its trouble with its employees' strike, has announced the tariff for radio remote control broadcast.

For a wire from studio to plant, \$4 monthly per kilometer. For the installation, \$25, and \$35 for the equalization, and, besides, \$1.50 monthly for each direct telephone between the plant and the studios. The minimum charge will be \$25 for any distance.

These prices are o.k. for the monthly charge between studio and plant, but broadcasters say it means too much money for one broadcast.

First customer is CMAF which, under new ownership, signed a contract with Los Precios Fijos dept. store for two hours daily by remote control, and will also install studios at the building, as the plant is far out of the city in Marianao.

Cuban Telephone Co. not expected to open up its own station CMC for a while yet.

HAPPY DAYS IN BALTO

WBAL Signs Five Sponsors in One Week—Record

Baltimore, Nov. 18.

WBAL last week signed five commercial accounts, more than any station or any other station in Baltimore in one week.

Arrow Bear started last Saturday (10) with a musical cupboard running 15 min., and embracing Bob Tula's orchestra, a quartet, and the roofing off of football scores. Program will run four weeks or till expiration of football season.

R. & N. Katz, burg's biggest jewelry firm, starts current week with a once-weekly 25-min. period, "Diamond Drama," a weird program. Gae & Electric Company (owner of station WBAL) also starts a program rolling currently, that will hit the air every Monday night for half-hour. Pollo Iula and a 15-piece military band will supply the entertainment.

May Co., department store, will have a daily 8 a.m. short "Over the Coffee Cup" program of famous interest, piloted by Edie Lee, newcomer to local broadcasting circles. Steinway Recital series of 15-hour periods Sundays will be sponsored by Eshet Bros., furniture firm.

Pluto Silent

Chicago, Nov. 12.

Kantor agency is canceling all Pluto other accounts around the country, both on shows and announcements. Figure to be clear of all stations by late next week. Recent campaign had tied in Pluto and French Lick Springs on a general campaign. With winter coming on fast, can't see any need for continued Springs hotel plugging. Scheduled to return to the air late in January to start drumming up spring and summer trade.

Jean Goldkette Set

Jean Goldkette, the Detroit meister, is at WOR as a house master.

Station is giving him a build-up with a large combination of about 20 pieces. Goldkette will also be featured as a concert pianist in which field he is prominent besides dance-maestroing.

KYV Gets Break

Portland, Ore., Nov. 18.

Blackett-Sampson-Humford agency has picked station KYV here to broadcast their transcriptions of Little Orphan Annie for Orlatone. This will be the first small station to get such an account. KYV is a 600-watter.

Oregonian station KGW had this program for some time. The program will be broadcast five times a week.

Here and There

(Continued from page 18)
Inn Grill, switches from WXYZ to Station WWJ (The Detroit News) for his night broadcast, starting Monday night.

Dale Adams of CKLW, Detroit-Windsor station, has been chosen as representative of the Detroit area for the Open House programs this season emanating from New York.

George Mills made merchandise manager of sales staff of WIKL, Cleveland.

Doc Whipple taking over organ spot at WTAM, Cleveland, for Betty Lee Taylor, who's laid up with infected finger.

Russ Lyons and George Duffy first Cleveland bands to get on NBC blue not through WTAM this season.

Tom Currier, of Cleveland team of Hum and Strum, buying gift cigars for WTAM-ses. It's an eight-pound baby girl.

Martha and Mel, morning patter team over NBC, joining WTAM's Cleveland staff Dec. 1.

WFBL, Syracuse. Local business this fall shows an increase of 30% over last year.

Dick Pack, 18-year-old dramatic critic, airing his reactions over WBNX, New York.

Bill Scher, transistorman station engineer at WCAE, Pittsburgh, has been transferred to WINE, New York.

Joe Fisher, Pittsburgh boy, has signed with Bert Lown as vocalist.

Johnny Marvin, WGT's lonesome singer, jumped to Detroit to play a theatre engagement, which was long.

plugged on the air from Schenectady.

WMAE, Mason, Ga., has purchased 10 lots as site for its new transmitter and radio centre.

Henry Maday will be guest conductor for General Motors broadcast Sunday nights. Date for off, however.

Mary Williamson, of the New York World-Tel radio department, is sailing at the Essex County hospital in Breville, N.J.

Patti Piskana, youngest of the trio, will play the ingenue lead in Eddie Dowling's forthcoming musical, "Thunder Up."

Carl Everson, new program manager at WHEC, Rochester, has announced and night manager handled by Martin Brown.

Ted Mills and Douglas Blair are the latest additions to the production staff at WYMI, Houston.

Jessie Milburn, announcer, has returned from KLRA to WACO, Waco, Texas.

Irvin Gross, of Merchandising Service at WIKL, Cleveland, has joined the staff of WFIA, Dallas.

Harry Sutton, Jr., former program director for CKLW, Detroit-WSPD, Toledo, and WWVA, Wheeling, has joined the production staff of WXYZ, Detroit.

Countess Olga Alberi remaining in Chicago for series of appearances with Charles Revson's Real Silk program. Will commute by air between Chicago and New York for other dates, including her recording.

"SHOOT! IF YOU MUST THIS OLD GREY HEAD

BUT THIS IS THE TRUTH, BY GAW!" he said!

When a representative of ERNST & ERNST (the internationally recognized firm of Auditors and Accountants) placed their survey before us we smiled—quizzically, we thought—and he responded as above.

FOR THIS SURVEY OF 20,408 TWIN CITY FAMILIES U-P-S-E-T ALL THEORIES ABOUT W-H-E-N and W-H-E-R-E MINNEAPOLIS AND ST. PAUL L-I-S-T-E-N!

HERE IS THE STORY IN TWO NUTSHells!

NUTSHELL No. 1

This survey conducted for seven consecutive days and nights from 7 P.M. to 7 A.M. in the Twin Cities shows 14-hour PERCENTAGES of LISTENERS tuned in on these stations:

WTTP	54.7%
WCCO	53.6
WLS	4.6
Other stations	2.8
	100.0%

NUTSHELL No. 2

Presenting a distribution of listeners by age groups:

Station D: From 11 noon to 1:00 P.M., shows an average of 44.1%. WTTP: From 11 noon to 1:00 P.M., shows an average of 59.6%. ALSO: From 9 to 10 A.M., ratings show WTTP averages 19.1% of about 1,000,000 listeners. This station is 10% GREATER than C . . . or GREATER than C . . . or GREATER than C . . .

* INTERESTING, isn't it? And VALUABLE TO YOU, no doubt! The proof is in the certified copy of this survey, which is available for your inspection at each of our branch offices. And for certified facts on which to base your expenditures is the Minneapolis-St. Paul trade area, just ask: FORD BILLINGER, General Sales Manager, KSTP, Minneapolis, Minn., or our NATIONAL REPRESENTATIVES: in NEW YORK—Paul H. Rayner Co.; and in CHICAGO, DETROIT, SAN FRANCISCO—Graig, Blair & Spight, Inc.

K S T P

MINNEAPOLIS-ST. PAUL

DOMINATES THE 9TH U. S. RETAIL MARKET

EDDIE PEABODY

The Instrumental King

6th Annual Program for Popular Demand
Week of Nov. 10

ROXY THEATRE

NEW YORK, N. Y.

Starring Eddie Peabody

WARMING YOUR MINDS

Personal Direction
Howard F. Rosen
RCA Artists Service

COMMERCIALS

WEEK OF NOV. 13-19

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

AUMA PAINT
12-30-TH-WABC
Smiling McConnell
*Horn, H. & McB.

A & P
8-8-WEAF
Harry Horlick
Frank Fariss
Paris & Poort

AMERICAN RADIATOR
7:30-9-WEAF
Queenie Marie

AMERICAN ROLLING MILLS
6:00-8-WEAF
Frank Simon Ore
Bonnie Chappie
B. B. D. & O.

Columbia Broadcasting System
Presents

GEORGE GIVOT

THE GREEK AMBASSADOR OF GOOD WILL

Every Tuesday, 10:30-11 P.M.
Coast-to-Coast

Personal Director
PERVAS GREEK
101 Broadway, New York

N.B.C. Presents

HARRY SALTER

MUSICAL DIRECTOR
On General Foods Hour for
Lenny Rose's "Log Cabin Inn"

WED.-8:30-9 P.M.
WEJE

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Happiest Little Arsfat"
Composer, Pianist, Comedian,
Character Vocalist
On Entire Columbia Network
5 TIMES WEEKLY
New New Yorker Recordings
Direction
PHIL FONCE

EMERSON GILL
AND HIS ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
RCA DIRECTION

LEO REISMAN
ON
PHILIP MORRIS
TUESDAY, WEAF AT 8 P.M.

Young & Davies
8-TH-WEAF
(Maxwell)
Patsy Heitman
Lester Porges
Canned Thimbles
Morial Wilson
Morial Wilson
"Moral" Jim
Gus Rosenberg

BUD-W-WEF
(Cabin Creek)
Lenny Rose
Harry Baker
"Beverly" B.
Tommy Williams
(Jeth-O)
Jack Benny
Mary Livingston
Don McLean
Frank Factor

16-TH-WEAF
(Germann)
"Burd" Expedition
Terry Warshaw
Oscar Lamm

GENERAL MILLS
12-30-9-WEAF

Jack Armstrong
All American Boy

4-WEAF
Betty & Bob
Betty Churchill
Art Jacobson
"Bingo" B.
Lester S. Rosen

COLGATE-PERFECT
10-10-WEAF

(Palomino Soap)
W. A. Becker, Dr.
"With the Duck"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

BLUE COAL
6-30-M-W-WEAF

"The Shadow"
Frank Bealeick
"Bitterball" B.

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
6-30-M-W-WEAF

"The Gump"
Walter Weller

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL
8-30-WEAF

Everett Marshall

Blitzkrieg Lessons
Gibson & Adams
Vivian Gordon Ore
"Blitzkrieg"

DRUGOL

E. & Von W. Demands Exclusive Rights To Lyric Sheets; Mull Discontinuance

With the lyric publishing situation showing signs of getting out of bounds again, the music business is faced with the alternative of either cutting it out altogether or assigning the rights exclusively to a single publishing channel. Engel & Von Weissman, the firm of commercial counselors which took over the publication and distribution of the nickel folio from the Music Publishers' Protective Association, is demanding that it be granted this exclusive right in order to protect it from other magazines specializing in song lyrics.

Following the success of the MPPA's folio from the sales angle, the Dell Publishing Co. popped up in the field with "Popular Songs," a dime mag devoted principally to the printing of some lyrics. Dell obtains its rights to republication from the music publishers direct, paying around \$50 a lyric. Engel & Von Weissman is not only asking for the exclusive right to such republications, but wants to deal with the publishers direct instead of through the MPPA and Songwriters' Protective Association. For permission to use the lyrics of songs controlled by members of these two organizations E. & Von W. has been paying the MPPA and the SPA \$1,000 each a month. How this money is to be divvied up has yet to be solved by the two associations.

Complaint

Competition that has developed among legitimate reprinters of song lyrics is now giving the industry cause to question the value of the whole proposition to music publishers. MPPA's nickel folio was launched with the hope that it would serve as a propaganda medium toward boosting the sale of sheet music. It was turned over to Engel & Von Weissman so that this campaign could be continued without officially entangling the MPPA. What mainly prompted the MPPA in getting from under the nickel folio was the fact that its participation in a publishing venture didn't jell with its status as a trade protective organization.

John G. Payne, chairman of the MPPA, in reviewing the lyric reprinting situation, declared the music industry was not interested in building up private property rights in song lyrics unless it was certain that collateral benefit would accrue for the songbook business. With the Engel & Von Weissman setup the music publishers, he said, control the entire editorial policy, but if music publishers make it a practice of selling their lyric rights to any publication that comes into the field the whole purpose of the original lyric proposition will be dissipated and the only alternative left will be for the industry to agree to shut down on all of them.

Performing Fees Up For Talks in Canada

Ottawa, Nov. 12.

Hon. C. H. Cahan, Canadian Secretary of State, has heard the protests of the Canadian Radio Broadcasting Commission and 18 independent radio stations in the Dominion against the Canadian Performing Rights Society over alleged excessive royalty charges, inequality, discrimination and non-permanent fees for the right to produce copyrighted works now controlled by the society.

After hearing various complaints in his office, Cahan decided to withhold action for one month to enable the parties to come to an agreement regarding fixed fees, otherwise the radio stations will apply for a Royal Commission to investigate schedules and rights of the Performing Rights Society. This can be done under the Canadian Copyrights Act.

Some 25 broadcasting stations in the Dominion, including six studios of the government's own Radio Board, have combined to lay the complaints regarding the society.

Scott Fisher goes into the Park Central Nov. 26. He replaces Harry Salter, who asked for his release after the management objected to the band's absence during the *Loose Syrup* broadcasts (RBC).

ASCAP's Copyright Charge Vs. Flock of Coast Spots

Los Angeles, Nov. 12.

In its relentless war on infringement of musical copyrights by entertainment spots out here, ASCAP has brought a new flock of complaints in Federal Court.

Latest batch of defendants against alleged violation of song rights includes Hilltop Buffet, Harmony Inn, B. Y. Deer Garden, Jerry's Joint, Green Parrot, Beer Haven, Wilson's Cinderella Dancing Club, Sloppy Joe's, Coster's Beer Garden, and Happy Days Buffet. In each case \$250 damage is demanded.

GEO. HALL OUT

Leaving Victor After 25 Years—Reorg. on Coast

Hollywood, Nov. 12.

Reorganization of the local staff of RCA Victor-Phonophone has George Hall leaving the company after five years in charge of the record plant here, and 25 years with the Victor company.

G. H. Porter, in charge of RCA Victor-Phonophone office in San Francisco, who has also handled supervision of the Hollywood plant for the past year, has relinquished responsibility of the latter, and is now permanently located in the north. Executive duties previously in the hands of Porter and Hall have been split up among various department heads.

Beverly Hills Musical People Form Academy

Beverly Hills, Nov. 12.

Group of former concert and opera stars has organized the Beverly Hills Artists Academy. Those who sponsor and officer the organization are Maria Bokos, one-time ballerina of the Imperial Russian ballet; Andreas de Segurado, former Met baritone; Max Rabkinowitz, former pianist to Bachmannoff; Albert Verchamps, concert violinist, and Edith Lyle, former New York actress.

Artists will dedicate their efforts to the uplift of the arts.

Lenox Goes Ofay

Baltimore, Nov. 12.

Club Lenox, this borg's biggest colored nitey, is changing its policy for the third time in as many weeks currently. For the past two years the spot had been best and most successful Negro nitey in town. Recently, impelled by growing numbers of whites who drifted in, site went black-and-tan, overtly with a big publicity push. Immediately big broiled. Management then decided to convert it into an exclusively Caucasian camp, which club becomes this week with another campaign.

Band of 12 pieces, colored, likewise floor show, currently a line of girls and three specialty acts headed by K. & S. Vical. Shows will come down from New York. The Lenox is first colored-talent, white patronage nitey try here since the Cotton Club flived three years ago.

"Winter Wonderland," by Felix Bernard and Dick Smith, has been placed by Donaldson, Douglas & Gumble in the roadshowing Ziegfeld Follies. Guy Lombardo has recorded the tune for Decca, while Victor in its rush to make a stoncilling of the song depended entirely on a leadsheet.

Publication and subsequent clicking of "Be Still My Heart" (Broadway Music Co.) makes the first break for Allen Flynn and Jack Condon in their 15 years around Tin Pan Alley.

Shapiro, Bernstein has acquired the renewal of copyright on "The Princeton Cannon Song" and is putting out its own edition of the university's official tune.

He Was Lonesome

When Jack Robbins sailed via the Canal, for Hollywood he was made most unhappy by an out-of-tune violinist with the ship's band. Fiddler was so bad that Robbins burned at the entire outfit and wouldn't talk to any of 'em throughout the journey.

And Robbins, on the same boat with a band for two weeks, not talking to musicians is a frustrated Robbins indeed.

STATLER MOVE STEAMS UP CLEVELAND

Cleveland, Nov. 13.

Right-about-face stand of Statler in adopting dance music and a smart nitey policy, after turning thumbs down on it for nearly three years, is starting a competitive war among other conservative hotels here.

Stung by regular night clubs' success in grabbing off their old trade, the Statler has redecorated and re-opened its Royal Pompeian room, one of swankiest spots in town. For his initial orchestra, H. F. Dugan, manager, picked Charles Stenross, former first eng in Ted Weems' outfit, who organized a band for the place. Instead of usual floor revues, it will feature guest artists with radio names, Ann Heath, NBC singer, and Earl Rohlf's Collegians doubling from WTAM in first week's set-up.

Cartier hotel, owned by Metropolitan Life, also planning to join party by reopening its Rainbow room before Dec. 1. Last season it featured Irving Aronson and large-scale revue, but this year the Carter will emphasize smarter, more intimate entertainment. Also talk that the ultra-conservative Cleveland hotel has schemes of turning its dining room into a high-priced, polite nitey for silk-hatters.

Theodore DeWitt got the jump on majority of hotel competitors by bringing Joe-Can-Dule and Andrews Sisters into Hollenden hotel's Parisian room. Larry Revelle also set as bandmaster for Park Lane Villa for winter. Lake Shore hotel keeping its Penthouse Club open with week-end breakfast dances, besides opening an American bar downstairs. While trying to draw the smart set with iglime diversions, majority of best hotels are dropping their formal-dress rules to lure the hot pols.

Artists will dedicate their efforts to the uplift of the arts.

Bornstein Burning at Robbins Over Zanuck Filmusical Rights

Hollywood, Nov. 13.

A battle is on between Saul Bornstein, Irving Berlin, Inc., g. m., and Jack Robbins as result of Darryl Zanuck deciding in favor of the Robbins firm to publish two songs by Jack Stern and Jack Meekill from "Volles Bergere." Bornstein is threatening to sue Robbins. Twentieth Century and the songwriters.

Stern and Meekill figure in the jam because they were introduced to the Zanuck setup by Dave Dreyer, of Berlin's organization. When signing options and getting advance royalties they informed Zanuck they had no 20th. Century the right to choose the song publisher even though they had suggested, out of gratitude, that Berlin, Inc., should get the rights.

Zanuck decided to turn over the publication rights to Robbins. Then Stern says Bornstein approached him and Meekill to agree to a publication deal, which they refused.

Bornstein is shouting "double cross" and threatens court action. Bornstein also makes a claim on Jack Schild, who wrote lyrics for "Ziegfeld Walk" for Universal with Con Conrad, but here the studio also reserves publication rights, which are understood will go to Robbins, who signed Conrad on a one year deal to write with Herb Magidson or other lyricists when required. With Conrad bringing Ned Washington on from New York.

Florida Primed for Banner Season;

46 Niteies Last Year, More Due Now

Publishers Await Auditor's Report on Col. Phonograph

Music publishers are withholding their ascent to a \$6c. on the dollar settlement with Columbia Phonograph until the recorder has supplied them with an auditor's report of the royalties due them up to Oct. 1. Columbia has already supplied the Music Publishers Protective Association with the royalty debts outstanding up to June 30, and it is expected the balance of the figures will be turned in to MPPA during the current week.

Starting with Oct. 1 the Columbia disc went on a full royalty basis as far as publishers were concerned. Any debts accrued by the recording company since that date are not to be included in the settlement.

Billy Rose Name Off

Billy Rose's name comes off the Music Hall and it becomes the Manhattan again, the previous theatre name (originally Hammerstein's) when Lew Brown puts in the new show at this cabaret-theatre. Harry Akst and Danny Dare are collaborating on songs and staging. Cardini is being added.

Meantime, Rose's several suits against the B. R. Music Hall, Inc., and the Casino de Paree, Inc., are continuing, with the latter, through Nathan Burkman, having filed counterclaims for \$7,500 and \$50,000 in each.

There is one other suit pending and preference for December trial will be ashed by J. T. Aheles, Rose's counsel.

VOYA HOLDS OVER

Baltimore, Nov. 13.

Voya Pretzel, sent in with door-show at Lord Baltimore hotel last week, is being held over indefinitely by hostility as m.c.

Burn now becomes only nitey in town housing an m.c. except on the weekly change basis.

ACHRON ON "LIFE"

Joseph Achron, gold medalist violinist, catches his first pic assignment in composing the score for Dr. Emanuel Frenke's "Life Returns," for Universal.

Ollie Wallace is supervising with Achron, and Clifford Vaughan is helping with the arrangement.

Lancaster Mama Wants \$1,000 Band for Daughter

Lancaster, Pa., Nov. 12.

A thousand bucks for a good name band. That's not the offer of a dance hall, a club or a theatre.

It's the bid submitted by a local matron who wants her daughter to make her debut in real style.

Mother contacted manager of Hotel Brunswick here to make arrangements for the party and when the matter of music came up she laid the grand on the line.

Hotel plans to book band in for three days.

Seri Stock of Youngstown, O., returns to dance band business. Stock for many years headed his own band and later was musical director of WKFM.

Opinion on Will Osborne and his orchestra has been picked up by the Paradise restaurant, New York, where he is musicaling currently. Engagement will extend for an additional four weeks.

Madlyn Mardy, with the Irving Berlin, Inc., professional staff for seven years, has joined the program department of American Broadcasting System.

Miami, Fla., Nov. 12.

With Florida's prohibition law repealed at the polls in the recent election, Miami looks forward to a banner winter season, surpassing anything in recent years. The 46 active night clubs of last season are almost sure to be in full swing by New Year's Eve, and many more will probably join the parade.

Col. Henry L. Doherty's Miami Millions beat the gun and got off to a good start last week. Evelyn Raquel heads the show, with Irene and Harold, dance team; Ruth Ryder and the Sorelle dancers rounding out the bill. Chet Brown's music.

Deauville Beach Casino, under the management of Fred Breit last season, has been taken over by Lucy Cation Thomas, socialite, who makes her first venture in the night club business with this one, and opened last week with Rafaela Diaz, Met opera tenor, who staged the Diaz concerts at the Waldorf-Astoria last winter.

Red Grange, the galloping grizzly ghost, is reported on his way here to open the "77 Club."

Al Goldman, Nat Harris and Tom Williams will open the Ambassador club. Show not definitely set; Jack Waldron or Joe Lewis may m.c.

Don Lanning's Silver Slipper club set to open Dec. 1. Will feature Roberts Sherwood, Club Madrid, which took an early flop last season, has been reopened as the Club Flores. Charlie Miller, m.c.

Tropic club under Hugh McKey's direction will open in December, featuring Joyce Lane. Other spots sure to dot the night ways include Albert Bouche's Villa Venetia, Auby's Lagoon with either Jack Rehber or Auby Keoskie at the helm; the Embassy club, Deauville Yacht club, Floridian Supper club, the Hangar, atop the Fleetwood hotel; Mort Wertheimer's Beach and Tennis club, stamping grounds for Harry Richman and June Knight last season; the Torch club, Oceania Gardens, with Lincoln Gill, m.c.; Cara Villa club, Jimmie Cimino, prop.; Club Bagdad, one of Tom Williams' interests; and Fred Grinham's Coral Gables Country club.

Vilos and Yolanda, the Yacht club boys, and Henry King and his music are due here, but not yet set. There is one other suit pending and preference for December trial will be ashed by J. T. Aheles, Rose's counsel.

N. C. Symphony Gets Lunch Club Backing

Winston-Salem, Nov. 13.

Lamar Stringfield, conductor of the North Carolina Symphony orchestra, has persuaded luncheon clubs of city into underwriting a music festival to be built around the symphony orchestra here during the week of Dec. 10. Plan is to have name conductors, composers and musicians here from all sections of country to watch the only statewide symphony in action.

Orchestra will go on tour of eastern part of North Carolina during week of Nov. 12, playing Goldsboro, Greenville and Raleigh. Tour will take orchestra over nearly 1,000 miles during the week.

While on tour Stringfield will give on of his children's concerts at Raleigh. Children's matinees have proven popular in Winston-Salem. Stringfield plans the orchestra to explain each instrument and have the musician play a bar.

Detroit's Biz Leaders

Detroit, Nov. 12.

Webster Hall, Penthouse and Manhattan are the three leaders in Detroit's night club and supper club business. Webster has had to enlarge its seating capacity, while Emerson Gill begins his ninth week at this spot. Marian Mann is featured soloist.

Penthouse holds on to Carroll and Gorman, song team, while Alexander and Swanson, former Detroiters who have just returned from Shanghai, head the bill. Eight Mayfair Girls, who appeared all summer at Chicago's College Inn are beginning their eighth week at the Penthouse chorus.

Ruth Delinge is the big draw at the Manhattan. Other clubs in town doing fairly well.

MINOR PUBS IN REBELLION

ASCAP's Payoff System Clarified

A popular impression in the music business is that the new American Society of Composers, Authors & Publishers' royalty dividend payoff system is on the program basis. This is not so. It's on a point system, but the points while based on the number of radio program plugs are not governed otherwise by the program idea.

Instead, ASCAP established three or four arbitrary classifications and allotted to them a certain number of points as a basis. Thus instead of triple-A, double-A, A, BB and B, etc., as heretofore, the Society on its last dividend combined that particular top group into one, and then allocated to them a unit of say 1,600 points. The number of air plugs then governed the number of points credited for the ASCAP dividends.

Same went for the subsequent classifications. And it was because of this point payoff that the common misimpression now exists that the society in future will maintain the program idea as a norm.

Actually, it's very likely that the letter classifications on the next quarter will be altogether abandoned and the point system adhered to. Payment will be made on the air plugs, but also there will be taken into consideration the songs in pictures, cue sheets and other types of plugs, so that ultimately the program idea will be so developed as to approximate the French Society's scheme of things.

However, classifications will be mentally maintained, and when one music firm (or writer) has such a multiplicity of plugs as to warrant promotion out of one class into the next higher brackets, that will occur.

U.S. Music Men May Have to Deal with 2 So. Am. Performing Rights' Bodies

American copyrighted music may soon have two separate performing rights organizations collecting royalties for it in Argentina. Though the American Society of Composers, Authors and Publishers recently entered into a contract which gave the collecting franchise for that country to Circulo, Oswald Fresedo, president of the Asociacion de Autores y Compositores de Música, is here lining up American publishers for his organization.

Fresedo declared a survey made by him shows that ASCAP does not have a contractual right to administer for its members public performances in Argentina, and because of this there is nothing to prevent American publishers from doing business with his association. In previous years the Asociacion Argentina served as ASCAP's exclusive rep in the South American republics, but when it came to renewing the contract this year the ASCAP board of directors switched the alliance to Circulo when informed by E. C. Mills that the latter Argentine performance right outfit was a younger and more enterprising body.

Fresedo argues that from the viewpoint of litigation Circulo has little standing in the Argentine courts. His organization alone, he has advised the publishers contacted here, is recognized by the Argentine tribunals as the authorized body through which copyright infringement suits can be brought. If an American copyright owner attempts a suit in Argentina without the aid of ASCAP (Fresedo's association) he would be required to go through an elaborate tangle of red tape, involving affidavit certified by Argentine and American consulates in both countries.

When the new copyright act was passed in Argentina last year the Music Publishers' Protective Association gave thought to making a survey of sheet music conditions in that country with a view of establishing a central clearing house for American publishers. This idea was abolished after it was found that an Argentine hit song never exceeds 25,000 copies. Music in Argentina is sold at 20 centavos a copy. It is American money.

GARBER, KASSEL DISCUSS

Chicago, Nov. 12. Jan Garber will turn out, night dates for Victor this week.

Art Kassel last week turned out a half-dozen for the Bluebird catalog of Victor.

Marm's, Inc., has taken 'I've Been Around' from Universal for publication. Tunes by Jack Stern, and Jack Marshall carries the picture's title.

P.M.M.'S KNOW

Professional Music Men, Inc., will take its first show at the 14th Street Theatre, New York, Feb. 17.

Proceeds from the affair will go into the association's benefit fund. Jenie Taps is chairman of the entertainment committee.

Several of the bigger music firms

SAY PAID PLUG PLEDGE UNFAIR

Smaller Firms Burn Over Majors' Delay in Signing Agreement — Claim Even If They Sign, It's Uneven — Legal Trouble

TOO FEW PLUGS

Smaller music publishers are burning plenty, and some legal trouble is certain as result of the Music Publishers' Protective Assn. pledge against paying for arrangements. The lesser pubs over that they signed the pledge not to subsidize plugs by payments of special orchestrations on the express understanding that the industry at large was going to make this a unanimous move. This meant the bigger publishers as well.

Now, over the minor music men, the major firms are not only holding out against signing the pledge, but the smaller firms — already barred through having been the first signatories — are finding themselves with fewer and fewer radio performances on the weekly tallies, whereas the bigger pubs are increasing theirs. The number of air performances is now a serious matter for all music publishers since the American Society of Composers, Authors & Publishers predicated its last royalty dividend largely on this basis.

Meeting On, Then Off

After much protest, John C. Paine, chairman of the MPPA, agreed to call a special meeting for Nov. 7. Somehow at the last minute, after the meeting was announced, it was indefinitely postponed. To the minor league music men this indicates — in their own devices' interpretations — that the majors are trying to dodge the issue of getting their own signatures to the covenant.

It carries with it a fine of \$1,000 for the first offense and \$2,000 for every time thereafter that a publisher is found paying for an orchestration for a radio or other plug by a band leader, singer, etc. Of this penalty one-third goes to the informer as compensation and two-thirds to the MPPA to defray the expenses of investigation and adjudication.

That the covenant has teeth in it is seen in the major firms holding out on signing, because it further provides for Paine's authority to withhold monies due the guilty publishers from the ASCAP, which is authorized to turn over to Paine, as agent, sufficient monies to satisfy any and all penalties.

The publishers who are now squawking against the agreement argue (1) that it's ineffectual because they were induced to sign upon understanding that all the others were doing likewise, and (2) because the \$1,000 penalty provision is allegedly anti-NRA in spirit, and furthermore unconstitutional, since it provides for no appeal. The adjudication of guilt or innocence, it is provided, will rest with an active or retired N. Y. Supreme Court justice who will be designated by Paine, and this, it is feared, may introduce political angles and other complications, since this jurist, sitting in arbitration, is final in decisions; there can be no appeals, by proviso.

Small pubs argue that they can't compete with the bigger firms under these conditions, regardless, since the bigger firms, even if signing, are in position to command favors from the orchestra leaders and other major plugs through extending favors along other lines, meaning entertainment, favors, etc., and the like. The small firms can alone compete by paying for the special arrangements of any of their songs if assured a good radio plug.

Several of the bigger music firms

Letting Exiles Skip, Paris Muffs Bid To Become World's Music Capitol

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the cross-country networks last week, in relative standing, according to the number of combined plugs on WEAF, WJZ, WABC and WMCA.

Continental	41
Stay Sweet as You Are	39
Be Still, My Heart	31
Lost in Fog	31
Wild Horse	30
If I Had Millions	28
Sweat Pie	28
Pop Goes Your Heart	27
I Saw Stars	24
One Nite of Love	24
Must We Say Goodbye?	22
Isn't It a Shame!	22
Rain	22
An East of Music	21
Out in Cold Again	20
Winter Wonderland	20
You're Gilding Up-A-Pear	19
Difference Day Made	18
Love in Bloom	18
Two Cigars in Dark	18
Don't Let Butter You	16
Follow My Secret Heart	14
Hi Cha Cha	14
F.S.—I Love You	14
Water Under Bridge	14
Between Showers	14
Noctis in Haystack	13
Midnight, Stars and You	13
Okay, Toots	12
I'm Lonesome, Caroline	12
Take Walk Around Block	12

Paris, Nov. 8.

This is getting to be the year through which they pass on their way to better things.

Just as in film field Paris got all the best of the bunch driven out of Germany by the Nazis, and then lost them to Hollywood and London, so in music nearly all the big composers from Central and Eastern Europe who came here figuring it was the artistic center of the world have gone on to more fertile fields.

One of the few that stuck is a Russian who calls himself Jacques Dallin to sound French, although he really is a brother of Leon Beineke, the band leader. Dallin has become one of the leaders in the composition of French film music, having done the melodies for 25 films, shorts and features, in two years.

Those who have passed through ahead of him are really a distinguished lot, and if the French, instead of insisting on protecting their own composers and hanging on to their own who had shown enough vision to give them a break, Paris would be the world's music capital now. As it is, they did a few pieces for the French, many of which were unsuccessful here, and then blew.

For instance, W. R. Heyman, composer of "Congress Dances," did "Phantom of the Opera" last year, and it was one of the best operettas of the season. Now he's with Fox in Hollywood, and who made his first stop in Paris, and who made his first stop in Paris, and who wrote the song that put Marlene Dietrich over in "Blue Angel."

And So On

Mische Spolansky, who is of Polish origin and was a big shot in Berlin before Hitler, came here and made an immediate splash with the "Chanson d'Une Nuit." Now he's in London working for Gaumont-British.

Another, whose music is a bit heavier but still in the big money is Ernest Toch. He was one of the star composers of the Elcito publishing house in Berlin. He couldn't find a berth in Paris and went to London with Alex Korda, for whom he wrote the music of "Cathleen" and "Don Juan." He also did "Little Friend" for Gaumont-British, and then, going highbrow, skipped to New York to teach music at the New School for Social Research.

Frank Waxman, who did the music in "Lillian," as well as "La Cine et la Vie" (Depression's Over), is now in Hollywood with Fox. Alan Gray, UFA ace, who gave Paris its chance, too, is in London doing operettas and films. So is Hans May, who is doing the first operetta to be produced at His Majesty's theatre. Arnold Schoenberg, pioneer of modern music, did several works in Paris when he first came into exile and he's now teaching at the Boston Academy of Music. Walter Jussmann and B. Kappeler are with Metro.

MURKLAND TO ATTEND PUBLISHERS' MEETING

P. A. Murkland, NRA deputy administrator in charge of the publishing industry, will attend the meeting of the Music Publishers Association of the United States, representing the standard faction, at the Roosevelt tomorrow (Wednesday).

Purposes of the get-together is to ratify the revised music code as submitted by the NRA legal division. Two clauses that are expected to receive a vigorous attack from the assembled publishers are those dealing with the maximum working hours and the method of electing the code authority.

Maximum hours set by the NRA administration for the music industry are 36 a week, while the code's administrative clause provides that only three of the five standard members on the code authority come from the ranks of the MPA of the U. S.

are among the holdouts on signing the non-subsidization agreement; others are stalling.

In order to get some of the allegedly rebellious major publishers into line, their film allies were in some instances consulted to pledge the pubs against subsidizing bands, etc. One or two of the film-killed music firms which have been partial to the orchestration-paying racket were thus promised to be have, but they, too, are now numbered among the holdouts.

In line with this protest, Julian T. Abeles, an attorney for Olman Music Corp., served official notice on Paine that he considers the so-called pledge illegal and ineffectual in view of the refusal of the other pubs to sign it. Attorney Abeles that the Olman music firm will violate its pledge on the ground it's now void and unenforceable for this and other reasons and threatens to take the matter to court for an injunction and damage if any attempt to bait the practice is made by the MPPA. The element of damages is interpreted in the light of its restraining value on Olman's past business methods which provided for the payment of special arrangements.

Hollywood, Nov. 12. "Two Lovers" has been pulled out of Warners' "Flirtation Walk" to be added to the score of Rudy Vallee's "Sweet Music." Teamed on the waltz with Russ Columbo's hot number, "Too Beautiful," number is now credited to the Vallee pic.

Warner's held up the platter's release until the change was made.

NEW PENN'S MONEY BAND

Pittsburgh, Nov. 12. In an effort to bolster trade, New Penn Cafes, on outskirts of city, is bringing in Husk O'Hare's band Friday (14) for a fortnight's stay at highest guarantee spot has ever paid. Husk, first name erk to play New Penn, is also in on a split of covers.

Rich Trois made the deal.

EASTERN SHEETS CONTINUE CLIMB

Even though October saw nothing in the way of smash music sheet sellers, the jobbers in the New York sector found the general turnover much better than it had been during September. Compared to October of a year ago, these sales figures were anything but encouraging. With the first week in November showing the orders still slightly on the upturn, the sheet trade has hopes of rounding out the current month in hefty fashion.

Entry of Decca into the field injected heaps of life into the phonograph platter counters. New company has yet to match production with orders, but by the end of October the eastern market had been pretty well serviced. Starting with next month, Decca will be added to Vanner's best seller list.

In October Grace Moore gave Brunswick its top seller with the theme song from the picture "One Night of Love." Fats Waller proved Victor's best bet and Frank Parker's interpretation of "Two Cigarettes in the Dark" won him the initial spot on the Columbia list.

Still moving along at a nice pace as October came to a close was Harms' "The Continental" with the tune giving some indications of being another "Carries." Runners up in the "heat sheet seller list" for the month included "I Never Knew" (Berlin), "I Only Have Eyes for You" (Witzmark), "Rain" (Shapiro) and "Pardon My Southern Accent" (Berlin). Morris' "I Am Lonesome for You," Caroline's shows signs of reaching the blue-ribbon section within another week or two and doing another "Valley of the Moon." Two other strong comers are "Out in the Cold" (Stanley) and "Pop Goes My Heart" (Witzmark).

Chi Clips

Chicago, Nov. 12.—Business stamped off in October and there are no more albums. The boys have just about run out of them, expecting since he should increase at this time of the year. But the music guys are now saying that the songs being written at present are not commercial and back that up with figures proving that when a song is really commercial it tops the past best seller by five or more to one, such as "Love in Bloom."

"Bloom" continues its powerful strike in sales, topping "I Saw Stars" like a tent. Not in the main list, but coming up fast, is "Sweetie Pie."

Decca discs went on sale toward the close of the month. Crosby and Guy Lombardo topped the sales during the short period in October that the discs were available.

Coast Walks for Hit

Los Angeles, Nov. 12.—Trade out here is still waiting for a new hit to come through. Nearest approach in a substantial grosser during October was "The Continental," which topped Brunswick platter sales and rated second in demand among Columbia customers, besides doing first rate for Victor. Number is picking up on the sheet counters, but still running behind Crosby's "Love in Bloom" in this market.

Decca discs were delayed two weeks reaching the local market and did not make their appearance until Nov. 3. Advanced orders are tremendous, and both wholesalers and retailers anticipate a brisk November trade in the new records.

October has held fairly strong, with the customary end of the month fall-off failing to materialize, which dealers regard as a good omen for the new month.

Gus Arnheim opens at the Hollywood Dinner Club, Galveston, Nov. 27, and stays through New Year's Day. White Randall is the incumbent.

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest P. I. Room and Supper Club

CHICAGO

OCTOBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING OCTOBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song-No. 1	"Love in Bloom"	"Love in Bloom"	"Love in Bloom"
Song-No. 2	"I Saw Stars"	"I Saw Stars"	"I Saw Stars"
Song-No. 3	"Alabama"	"Alabama"	"Two Cigarettes in the Dark"
Song-No. 4	"Lost in a Fog"	"Continentals"	"Continentals"
Song-No. 5	"Two Cigarettes in the Dark"	"Two Cigarettes in the Dark"	"Only Have Eyes for You"
Song-No. 6	"Continentals"	"Lost in Fog"	"Night of Love"

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK-No. 1	"Night of Love," "Giribiribin" (Grace Moore)	"Moon Glow" (Duke Ellington Orch.)	"Continentals" (Leo Reisman Orch.)
BRUNSWICK-No. 2	"Chinese Rhythm," "Weakness" (Cab Calloway Orch.)	"Chinese Rhythm" (Cab Calloway Orch.)	"Night and Day" (Eddy Duchin Orch.)
BRUNSWICK-No. 3	"Seditude," "Moon Glow" (Duke Ellington Orch.)	"Irresistible" (Hal Kemp Orch.)	"Alabama" (Presty Martin Orch.)
BRUNSWICK-No. 4	"Why Am I Blue," "Irresistible" (Hal Kemp Orch.)	"Needle in Haystack" (Leo Reisman Orch.)	"Love in Bloom" (Hing Crosby)
BRUNSWICK-No. 5	"Talkin' to Myself," "Lost in Fog" (Leo Reisman Orch.)	"Night of Love" (Grace Moore)	"Night of Love" (Presty Martin Orch.)
BRUNSWICK-No. 6	"Pop Goes Heart," "Happiness Ahead" (Duke Ellington)	"If I Had Million" (Ossie Nelson Orch.)	"Two Cigarettes in Dark" (Cass Loma Orch.)
COLUMBIA-No. 1	"2 Cigarettes in Dark," "Sweet of You" (Frank Parker)	"Bugle Call" (Benny Goodman Orch.)	"Bugle Call" (Benny Goodman Orch.)
COLUMBIA-No. 2	"Talkin' to Myself," "Blue Sky Ave." (Ted Weems Orch.)	"Talkin' to Myself" (Ted Weems Orch.)	"Continental" (Lud Gluskin Orch.)
COLUMBIA-No. 3	"Bugle Call," "Nitwits Serenade" (Benny Goodman)	"Ten Yards to Go" (Ted Weems Orch.)	"Moon Glow" (Benny Goodman Orch.)
COLUMBIA-No. 4	"Buildin' Up," "Just That Way" (Henry King Orch.)	"Continentals" (Lud Gluskin Orch.)	"Take My Word" (Benny Goodman Orch.)
COLUMBIA-No. 5	"2 Cigarettes in Dark," "Fortune Teller" (Henry King Orch.)	"Needle in Haystack" (Henry King Orch.)	"Out in Cold" (Ruth Etting)
COLUMBIA-No. 6	"Continentals," "La Cucaracha" (Lud Gluskin Orch.)	"Night of Love" (Lud Gluskin Orch.)	"Ain't Lazy" (Benny Goodman Orch.)
VICTOR-No. 1	"How Can You Face Me," "Sweetie Pie" (Fats Waller Orch.)	"Continentals" (Jelly Coburn Orch.)	"Brunkard Song" (Rudy Vallee)
VICTOR-No. 2	"Then I'll Be Tired," "Have Little Dream on Me" (Fats Waller)	"Alabama" (Dick Hulme Orch.)	"All Forgotten Now" (Ray Noble Orch.)
VICTOR-No. 3	"Love in Bloom," "Straight From the Shoulder" (Paul Whiteman Orch.)	"Blue Sky Ave." (Jan Garber Orch.)	"Don't Let Bother You" (Fats Waller)
VICTOR-No. 4	"I Saw Stars," "Counting on You" (Paul Whiteman Orch.)	"Blue in Love" (Jan Garber Orch.)	"Continentals" (Jelly Coburn Orch.)
VICTOR-No. 5	"Continentals," "Irresistible" (Jelly Coburn Orch.)	"All Forgotten Now" (Ray Noble Orch.)	"Talkin' to Myself" (Raymond Paige Orch.)
VICTOR-No. 6	"Try See It By Way," "Only Have Eyes for You" (Eddy Duchin Orch.)	"Brunkard Song" (Rudy Vallee Orch.)	"Needle in Haystack" (Eddy Duchin Orch.)

Night Club Reviews

TIC TOC, N.Y.

Reopened for the winter season, the Tic Tac has installed an intimate type of Continental entertainment, with decorations and atmosphere to match. It is a smaller room than most of the supper type, this in itself reflecting some of the intimacy and foreign-like flavor sought.

On the westerly side of the Park Central roof is the Cocoanut Grove, a larger supper club decorated in a more open, gay club manner. It has been open eight days, but recently installed a new show, some of the members of which double into the Tie-Tac, including Pete Wooley, tenor soloist, and Keller and Field, comedy singing and piano team.

The Keller-Field girl team, on from the Concorde for the recent new show at the Cocoanut Grove, works with a movable piano, singing among other numbers some clever specials.

Wooley has been a hit since his opening at the C. G. roof spot. Here on opening night he was recalled several times for encores, topping all the artists around him, which also includes a fast team of international dancers, Marine and Mono.

The girl also does a singing act. Guy Vagabond is put by Mische Maroff, who bills himself as the Guy Vagabond, while an added feature of the show not exactly Continental in flavor is Murray and Alan, who have been around quite a lot. They do a comedy routine, together with impressions or radio satirists. This one of Bert Lehr sounds a little like Edith Evans.

Miche Maroff, outfit, Dene Larom, striking Russian soloist, works with the band, doing numbers in a high and skilled soprano voice. Bert

Jones is in charge of the show and the entertainment.

The Tic Tac is an unusual both shaped with the neck as the approach and a small center of the main portion set aside for dancing. It's a small floor, with a view to accommodate maximum number of patrons, and forces such artists as Marine and Mono with their whirl wind dances to watch their step.

An evening here is anything but costly. A de luxe dinner is served from 6:30 to 10 for \$2, while supper after 10:30 to \$1.50. Liquor is proportionately reasonable.

PLACE PIQUEAU, N.Y.

This is the class spot of the town for gross and patrons. Along with the Rainbow Room, El Morocco, the C. P. Casino (which latter does rather hit 'n' run) and Peppy's Chaper Room, which isn't cliché so well this season, the former Jungle Club, labeled the Place Piqueau for the last two or three years, has maintained a sturdy and sturdy class clientele. Getting a \$2 cover, \$3 on Saturday nights, this intimate 225-capacity room gives out a couple of years back, with Garlaico continuing to operate and, with the addition of a piano, modifying the name but retaining the Place and Boulevard de Chely atmosphere in the street menu. Whereas Peppy opened his own Chapeau Rouge and also used a French street scene, but with Marseilles as the motif.

Place Piqueau is a perversion on Paris' famous Place Pigalle in the Montmartre. The odd 'q' spelling comes about through Garlaico and Peppy de Albre having a falling out a couple of years back, with Garlaico continuing to operate and, with the addition of a piano, modifying the name but retaining the Place and Boulevard de Chely atmosphere in the street menu. Whereas Peppy opened his own Chapeau Rouge and also used a French street scene, but with Marseilles as the motif.

Place Piqueau is strictly a touch of Paris, but not a night spot of the b.d. However, the consistent patronage evidences that it's worth it to a lot of people, and obviously so. Incidentally the old Jungle Club has been resurrected now that it's legal and that's doing okay, too.

Miss Symington, her professional name, is making news. She is making her friends come into the saloon as paying guests. Possessed of a charming personality which reflects her blue book background, she is likewise an interesting songstress—interesting in a somewhat deep and throaty contralto, whose resonant voice does justice to the well-rotined program of songs which she sings.

Along with Miss Symington there are also on Hollywood satellite

Louise Brooks and Dario, avatars of the dancing who are favors with the society bunch. Dario and Diane, the former team, danced from Coast to Coast in the nice spots and Dario has groomed his new partner, Louise, into an equally export terper. It's a showmanly idea to have Louise, the Brooks, do performances in Ziegfeld shows as bout and later in the silents. They essay the standard tango, ballroom footstrots and a dash of Vienna waltzing, in appropriate costume, which makes 'em natural for this environment.

Harry Rosenthal dispenses the dandified atmosphere which he plainly why he's back again in this class salter. There is also a corking tango combo headed by Josef Zatour, alumnus of the Cafe Chantant (at the Hotel Montclair, N. Y., this summer). He mixes up his Continental dance with the rumba. His dancing is in distinguished manner.

Phil Harris, sans his band, and Leah Ray, were also at the Place up until last week. Harris m.c.'d and Miss Ray, who sings with his radio show, officiated vocally, but the show has been trimmed substantially.

Place Piqueau is a perversion on Paris' famous Place Pigalle in the Montmartre. The odd 'q' spelling comes about through Garlaico and Peppy de Albre having a falling out a couple of years back, with Garlaico continuing to operate and, with the addition of a piano, modifying the name but retaining the Place and Boulevard de Chely atmosphere in the street menu. Whereas Peppy opened his own Chapeau Rouge and also used a French street scene, but with Marseilles as the motif.

Place Piqueau is strictly a touch of Paris, but not a night spot of the b.d. However, the consistent patronage evidences that it's worth it to a lot of people, and obviously so. Incidentally the old Jungle Club has been resurrected now that it's legal and that's doing okay, too.

Abel.

Chicago's own Dene Larom and CLYDE LUCAS and his California Boys who are providing tingling dance tempos at the Edgewater Beach Hotel in Chicago.

Here, them via WBBM on the Columbia network when they play the season's hits including:

"LOST IN A FOG"
"I'LL BE YOUR BABY"
"I'LL BE YOUR BABY"

"WEEZY MY BOY COULD BE"
"YOUR HEAD ON MY SHOULDER"
"AN EARTH OF MUSIC"
"SWEET TOOTIE"

WBBM has reigned a Dick Powell folio composed of the words and music from 16 songs in his various Warner Bros. pictures, photos and biographical chapter.

May Perkins has organized an orchestra and added as soloists the Three Rhythm Girls and Ruth Dell.

Hotel Weylin, N.Y.

Ernie Madriguera and his orchestra, long as the Waldorf and more recently at the Central Park Casino, are the inaugural attraction at the Weylin's new Caprice Room. That's an interior which on the part of the label alone undoubtedly attracts 'em and which more than that exists in its artistic visualization.

Weylin hotel on East 44th is one of those post-reopen phonomena which will go down in after-reopen history to illustrate what legalization of liquor can do for a place. Heretofore unobtrusive, it is now for show, with the showmanship master, Chisholm and Madriguera and Berkshire types of hotels through catering to the discreet cocktail patronage.

Such was its afternoon imbibing success that with the fall, after a big spring and summer hit, the place is still in the red room, and is doing an expensive business because the adjacent bar is still clicking.

Caprice Room is one of those dinner-at-10 spots. It's empty at 6 but fills up later. Tarts are gulfed for dinner, including a still table wine (not chablis) at \$1.50 a couple, but the management wants and gets that kind of patronage.

Madriguera's dasanapion is, of course, the big draw. It's discreet and unobtrusive for an intimate room of this character, yet personable, and they turn out in large numbers seemingly.

Abel.

Chicago's own Dene Larom and CLYDE LUCAS and his California Boys who are providing tingling dance tempos at the Edgewater Beach Hotel in Chicago.

Here, them via WBBM on the Columbia network when they play the season's hits including:

"LOST IN A FOG"
"I'LL BE YOUR BABY"
"I'LL BE YOUR BABY"

"WEEZY MY BOY COULD BE"
"YOUR HEAD ON MY SHOULDER"
"AN EARTH OF MUSIC"
"SWEET TOOTIE"

WBBM has reigned a Dick Powell folio composed of the words and music from 16 songs in his various Warner Bros. pictures, photos and biographical chapter.

May Perkins has organized an orchestra and added as soloists the Three Rhythm Girls and Ruth Dell.

ROBBINS MUSIC CORPORATION

107 SEVENTH AVENUE

NEW YORK

These Goldwyn Girls have no complexion worries...

They use cosmetics, but they guard against Cosmetic Skin the Hollywood way



THEY'RE YOUNG — these Goldwyn Girls—but—oh! so wise in the ways of beauty! They know that the way to keep complexions smooth is to guard against Cosmetic Skin!

If you use cosmetics, and probably you do, take this tip: Always remove them *thoroughly*—before you put on fresh make-up, before you go to bed at night—with Lux Toilet Soap. Then dullness, tiny blemishes, enlarged

pores—those dread signs of unattractive Cosmetic Skin—need never worry you!

The reason is this: Lux Toilet Soap is made to remove cosmetics *thoroughly*. Its ACTIVE lather sinks deeply into the pores—leaves no trace of dust, dirt, embedded powder and rouge in the pores to choke them, cause unattractive Cosmetic Skin!

Screen stars, stage stars, these Goldwyn Girls, guard against Cosmetic Skin with Lux Toilet Soap. You try it!

Ethel Merman says: "I use rouge and powder, but never, never do I risk Cosmetic Skin. Lux Toilet Soap keeps my complexion clear, fresh."

